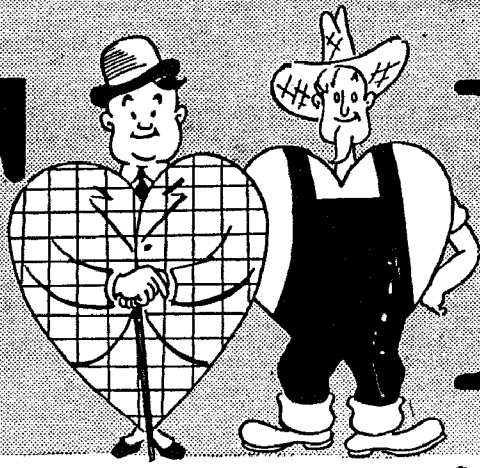


KMBC KFRM

HEART BEATS

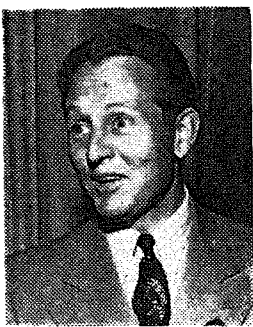


from the Heart of America

VOL. 8, NO. 1 KANSAS CITY'S RADIO MERCHANDISER FEBRUARY, 1950

Linkletter and Adams Star For Pillsbury

It's a bushel of fun for everyone concerned when they attend Art Linkletter's "House Party" on KMBC at 2:30 Monday through Friday afternoons. It's probably the longest running "party" in America, first going on the air five years ago this month. Art Linkletter has become one of the country's favorite daytime entertainers with his blend of ingenious contests, games and surprises which he presents on the program.



ART LINKLETTER

Linkletter has taken particular interest in broadcasting special events. He has broadcast from planes, dirigibles, battleships and submarines. Once he was hoisted up and down the front of a skyscraper in a bos'n's chair interviewing people on each floor!

In the five-minute period at the end of the 2:30-3:00 p.m. half-hour, KMBC listeners hear the unique columnist-commentator Cedric Adams, who works both in the radio and newspaper medium. Adams has the unusual distinction of reaching such extraordinary local popularity (in Minneapolis-St. Paul) that he has been written about in national magazines including "Look" and "Time." He has been called "the most influential local newspaper and radio personality in America."

Cedric Adams' program features the colorful reminiscences, oddities and random thoughts about everything that strikes his fancy for which he has become so popular. A few examples indicate the strength of his appeal: He once announced that pine trees die unless they are sprinkled with water.

In the Twin Cities, water consumption jumped 8 million gallons overnight. Then, requesting two pianos for Army bases in Alaska, Adams received 19!

The afternoon half-hour featuring these unique personalities is sponsored by Pillsbury Mills, Incorporated.

Godfrey Introduces New Self Polishing Floor Wax

A new Gold Seal product, Self Polishing Floor Wax, has recently been introduced by Arthur Godfrey, heard on KMBC Monday through Friday at 8:30 a.m., for the Gold Seal Company. A consumer sampling campaign of three weeks duration has just been completed.

Self Polishing Floor Wax is available through the same wholesalers who are currently carrying Glass Wax and Wood Cream.

Fleischmann Sponsors Happy Kitchen Segment

Standard Brands, for Fleischmann's yeast, is participating in KMBC's "Happy Kitchen," the popular and stimulating fifteen-minute homemakers program with Nancy Goode. Heard six days a week from 9:15 to 9:30 a.m., the "Happy Kitchen," as Kansas City's oldest homemaking quarter-hour, has long had a devoted audience.

Fleischmann's yeast is being mentioned in connection with Nancy Goode's baking recipes, and the format of the program is such that product announcements are woven informally into the chatter between Nancy and her specially chosen announcer, Jay Butler. The Fleischmann participation in the informative morning program is on Monday, Wednesday, and Friday.

Radio Pioneers Club Cites Arthur B. Church

Arthur B. Church, founder and president of the Midland Broadcasting Company, was signally honored by the Radio Pioneers Club at a presentation ceremony held recently in New York, when he was presented a Life Membership card. Mr. Church is also Vice-President and a charter member of the Radio Pioneers Club.

Mr. Herbert Hoover, Mr. David Sarnoff, and Mr. William Hedges have also received the Life Membership card presented by the Radio Pioneers Club.

Among his many outstanding accomplishments in radio is the development of the program "Of Health and Happiness" which has proved so important in the field of Public Health Education in the Greater Kansas City trade area. In recognition of this outstanding contribution in the interest of the health of the people, Mr. Church was the recipient of the third Lay Honor Award presented in the history of the Jackson County Medical Society.

Phil Evans Presented by Gland-O-Lac Co.

The Gland-O-Lac Company, in the interests of Gland-O-Lac poultry tonic is presenting Grain and Produce Markets with Phil Evans at 9:55 a.m. Monday through Saturday, on The KMBC-KFRM Team.



PHIL EVANS

Phil Evans, recently awarded a citation for his twenty years of service as an agricultural broadcaster, is nationally famous as a farm authority. He originates his Grain and Produce Markets from the KMBC-KFRM Service Farms, of which he is director. Phil knows The Team territory—he's a farmer's farmer as well as a very effective salesman, being continuously sponsored for nine years by two firms.

Curt Massey Time A Hit For Alka-Seltzer

Curt Massey Time, heard on KMBC at 9:45 on Monday, Wednesday, and Friday, is a refreshing quarter-hour of music and song featuring the voices of Curt Massey and Martha Tilton, two of the nation's most popular vocalists. It's been an instant hit since it went on the air as a last summer replacement.

The show has an informal, lighthearted format. Massey and Tilton conduct the song-session against the musical background of Country Washbourne and his orchestra, and introduce their selections with pertinent bits of dialogue.

It all adds up to an unbeatable melody session—a refreshing interlude three times a week at 9:45 p.m., sponsored by Miles Laboratories for Alka-Seltzer.

"Garden Gate" a Popular KMBC Saturday Program

The Garden Gate swings open on KMBC every Saturday morning at 8:45 for fifteen minutes of gardening advice by Sam Caldwell, the Old Dirt Dobber. The Ferry-Morse Seed Company has again taken over the sponsorship of America's most successful garden program.

Featuring expert, genial guidance on everything that grows, the program is a reminder to old and new Garden Gate fans that Spring-planning time is here. In addition to questions and general advice, the program's successful audience-participation feature, the "Order of the Green Thumb", is awarded each week to a talented and successful gardener.

Health Program to a New Sunday Time

"Of Health and Happiness," the regular weekly radio feature presented by The KMBC-KFRM Team in cooperation with the Jackson County Medical Society, is now heard at 1:45 p.m. each Sunday, instead of 9:45 p.m. Monday evenings on KMBC only. The feature has been a weekly presentation since 1941.

Designed to enlighten the general public on various medical subjects and problems, the program will now reach the Sunday afternoon family audience. Such subjects as "Help Save a Heart," "Facts About Buerger's Disease" and "Young Men in White" are being presented on the educational and enjoyable series this month.

Nancy Goode Joins Team As Director of Popular Happy Kitchen

Nancy Goode has joined KMBC as the new director of Kansas City's oldest and most-listened-to homemaking program with the "Happy Kitchen" as the setting. The program is heard six days a week over The KMBC-KFRM Team from 9:15 to 9:30 a.m. A friendly homemaking program, the principal personalities are Nancy and her announcer who is specially chosen for this assignment to maintain an "easy-to-listen-to" running chatter. Although recipes are featured, the aid and information which the program gives the homemaker can scarcely be overestimated.

In addition to the "Happy Kitchen," Nancy Goode conducts the "Food Scout" over KMBC. This is a six times a week service to housewives aired at 8:15 a.m.



NANCY GOODE . . .

from the Kansas City Food Terminal. Latest market conditions and prices on fruits and vegetables are passed on to her listeners during this ten-minute feature.

As the new director of the "Happy Kitchen," Nancy Goode is continuing a highly successful seven-year radio career. However, leg work on a weekly paper was her traditional way of breaking into professional journalism. Experience as a woman's page editor and a stint of dramatic book reviewing followed her suburban Chicago newspaper work. Then, a three year sojourn in California resulted in American Home magazine building an all-California issue around her article, "I Came to California."

Wide Experience

In 1943 she broke into radio in Kansas by the simple expedient of asking a station manager, "How do you break into radio?" A week later she was hired and soon became director of women's activities. Her program, "From a Woman's Angle," gave her wide latitude to discuss foods, fashions, homemaking hints, and other topics of general interest. In 1948, she won first place in Billboard magazine's talent recognition contest (Women's Program) in the 1000-watt station category.

Prior to joining KMBC-KFRM Nancy had several different types of daily "women's activity" programs on the air. Her wide ex-

perience especially qualifies her to conduct "The Food Scout" and the "Happy Kitchen."

Nancy Goode's popularity stems from the fact that she knows the problem of homemakers. She is the mother of two grown children, club-woman, and an active radio personality. Yet she still finds time to submit pieces for publication. Some of her recent articles have appeared in Household magazine, Chicago Tribune, Ladies' Home Journal, and Better Homes and Gardens.

Procter and Gamble Renews Six Programs

Six popular daytime programs have been renewed on KMBC for 52 weeks by the Procter and Gamble Company. All six shows are heard five times a week, Monday through Friday. This is added proof of an important firm's continuing belief in the power and influence of the radio medium.

"Rosemary," that compelling story of a young married woman's search for happiness, is aired at 10:45 a.m., in behalf of Ivory Snow. The lovable, matriarchal widow of Rushville Center, "Ma Perkins," is the next Procter and Gamble show, heard at 1:15 p.m. for Oxydol. The homey story of Ma Perkins and her varied, small-town experiences in promoting her Golden Rule philosophy of everyday living became a country-wide program just four months after it was tested locally over station WLW in Cincinnati in 1933.

"Brighter Day", at 1:45 p.m. for Ivory Flakes, is the story of the Dennis family of Three Rivers, where they are all very much a part of the town's active, friendly life.

At 3:30 p.m. "Big Sister" helps her Glen Falls neighbors solve their problems in the warm, human interest drama of that name. The program is sponsored in behalf of Ivory soap. Then at 4:00 p.m. a ten year radio veteran is aired—"Young Dr. Malone". It's the story of Dr. Gerald Malone and his wife Anne, and the problems they meet in a small town. The program is sponsored for Crisco.

"The Guiding Light", at 4:15 p.m., broadcast in behalf of Duz is a favorite inspirational drama, well-liked for its wise philosophy of life.

KMBC KFRM

HEARTBEATS

from the Heart of America

VOL. 8, NO. 1 KANSAS CITY'S RADIO MERCHANDISER FEBRUARY, 1950

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) 180 N. Michigan Franklin 2-6373	NEW YORK (22) 444 Madison Ave. Plaza 9-6022	SAN FRANCISCO (4) 58 Sutter Sutter 1-4355
DETROIT (26) 3463 Penobscot Bldg. Woodward 1-4255	HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 9-2151	ATLANTA (3) 322 Palmer Bldg. Main 5667
FORT WORTH 406 W. 7th Street Fort Worth 36-3349		

"Goldbergs" for Sanka Heard at New Time

"The Goldbergs," that amusing family comedy starring Gertrude Berg as Molly and Philip Loeb as Jake, is now aired at 7:30 p.m. every Saturday on KMBC. Sponsored by General Foods for Sanka coffee, the situation comedy has attracted regular followers for more than twenty years.

Originally known as "The Rise of the Goldbergs," the series went on the air on November 20, 1929, and was an immediate success. This perennially popular saga of family life was uniquely moulded from a pattern of comedy that bordered on tears and tears that bordered on comedy. Human relationships were the keynote of its inspiration.

Taking over at 7 on Friday evenings is "The Show Goes On." Robert Q. Lewis, host and master of ceremonies, sits down with six outstanding entertainment buyers to chat about show business and discover what acts they are seeking.

After watching the acts presented on the show, each buyer can hire the act on the spot or reject it. The show, in addition to fresh talent each week, features Ray Bloch's orchestra.

Late News Presented For JB Watchbands

"News with Jack Benton," the five-minute late news round-up heard at 11:00 p.m., on KMBC, is being presented by Jacoby-Bender Incorporated, makers of JB watchbands.



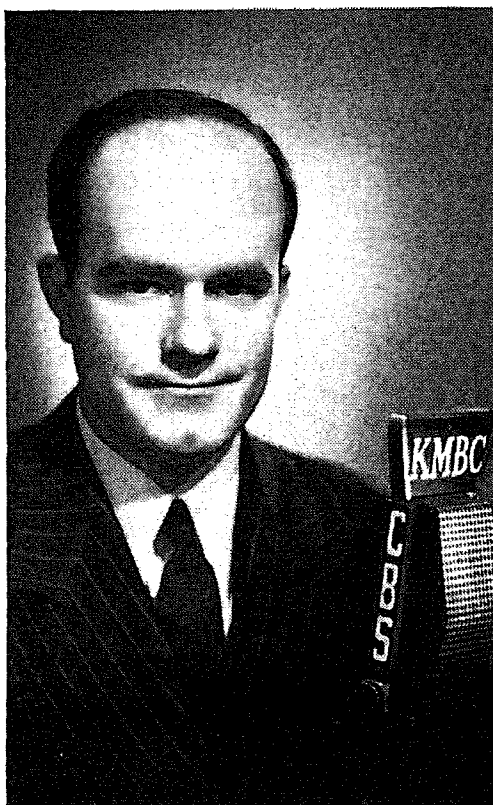
JACK BENTON

As sponsors of the late news on Monday, Wednesday, and Friday, the firm reaches that large audience which listens to the news just before retiring.

Jack Benton, a native of Missouri, had his early schooling in Kansas City and graduated in journalism from the University of Missouri. As news editor of several radio editors in the state, he obtained a wealth of experience before coming to KMBC.

Well equipped with both voice personality and know how, Benton's 11:00 p.m. newscast is especially prepared and edited to fill an important niche in the overall KMBC daily news schedule, as it does in the listening habits of Kansas Citians.

INTRODUCING



LEE STEWART . . .

As chief announcer of the eight-man KMBC announcing staff, producer of several weekly shows, and "Schoolmaster of the Air" once a week over the KMBC-KFRM Team, Lee Stewart has one of the busiest schedules at KMBC. It takes a steady personality to handle the "glamor" job of radio announcing, and luckily he has that quality.

As in the case of most of us, early training and experience may be credited with moulding his present attributes. Born in Oklahoma, Lee's schooling was secured in several Oklahoma towns. His father's position as a teacher in rural schools possibly made necessary Lee's appearance on the Honor Roll!

An education major at Northwestern State College in Alva, Lee intended to follow in his father's footsteps. He went so far as to get a life certificate to teach school in the state of Oklahoma, but a try at radio intervened.

This was hardly Lee's first job, however. Always an ambitious fellow, he had a number of different types of work while attending school. Summers were spent working on his grandfather's farm. He picked blackberries, cotton; had the Alva agency for an Oklahoma City paper; wrapped bread in a bakery; and worked for Uncle Sam in the Laverne postoffice.

Talent As Baritone

All of which leads to the year 1933 when Lee entered the entertainment world professionally. As piano player with the Stanley Brothers Tent Show he traveled western Oklahoma, and occasionally had a chance to do a baritone solo.

During the winter 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 it happened, the hotel owner also ran the local radio station, KASA. Because of his pleasing speaking voice—which had made Lee a prominent member of his college debate team—he was given a trial on the air. He was so well liked that when the show "hit the road" in the spring, he remained at the station as chief announcer for the next two years.

KCRC in Enid offered Lee more scope as an announcer-program director. In 1941 he left that station to take over announcing duties at WKY in Oklahoma City where he worked for a year before coming to KMBC.

On Network Shows

Most of the major networks have carried Lee's voice, including numerous KMBC originations to CBS ("Brush Creek Follies", "Church of the Air", "The Doctor Fights", etc.) He has announced the "Messiah", which KMBC originates for the Columbia net-

work at Christmas, for the past four years.

In addition to his duties as chief announcer for The KMBC-KFRM Team, Lee produces two of the "Schoolhouse of the Air" series: the "Art Lesson" on Mondays and "Youth Looks Ahead" on Friday. And on both stations Lee is the schoolmaster for the "Fun With Facts" show. On KFRM he is co-producer of the "Lucky Corners" serial.

His supervisory duties as head of the announcer staff, making up schedules, correcting any errors that might get into scripts, conducting interviews with aspiring announcers, still constitute a heavy schedule. And his is the final decision on the pronunciation of the various names and places that tend to twist the tongue.

Lee was married in 1936 in Enid and has two charming daughters, Pat, 12, and Peg, 4.

Full British Election Coverage on KMBC

The KMBC-KFRM Team brought all-out news coverage of the general elections in Great Britain to its listeners in the Kansas City area. Both the six-man Team news staff and the Columbia Broadcasting System made plans for fully reporting and interpreting the important February 23 event.

Plans included shifts by CBS newsmen from their normal posts to England for a series of pre-election broadcasts on the closing of the campaign, as well as complete reports on election returns.

Edward R. Murrow went to London from New York as did Winston Burdette of CBS Rome and Bill Downs of CBS Berlin. The network's normal British coverage was in the hands of Howard K. Smith, CBS European news chief.

As planned, the broadcasts carried reports on the closing speeches of the campaign (Churchill, Attlee, Eden) as well as final returns of the actual election. Also heard was a series of interviews with party leaders, and the man on the street.

Schreiber Mills Now Sponsors Bob Riley

Bob Riley's marketcasts continue in popularity and potency for sponsors, with Schreiber Mills, Inc., sponsorship of Bob's 9:50 a.m. marketcast a case in



BOB RILEY

point. In behalf of their cattle, hog, and poultry feeds, the Schreiber firm is reaching The KMBC-KFRM Team audience Monday through Friday with the important mid-morning marketcast.

Of vital importance to Kansas City trade area farmers and cattlemen, Bob's marketcasts are timely, accurate, and complete accounts of actual market conditions at the Kansas City stockyards each business day.

Riley performs this service for Heart of America cattlemen and farmers direct from the KMBC-KFRM studios in the Kansas City Livestock Exchange Building.

And Bob is in constant demand as a public speaker, frequently appearing before mid-west stockmen's meetings. He is a former president of the Kansas City Stockyards Good Fellowship Club.

Other sponsors of Bob's marketcasts include: Peters Serum Company; Kansas City Livestock Interests; and Western Mercantile Company.



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

THE KMBC-KFRM TEAM

Duff and Repp Furniture Company—presents John Farmer and noon news Monday, Wednesday, and Friday.

Gland-O-Lac Company—for poultry tonic, presents Phil Evans' Grain and Produce Markets at 9:55 a.m. Monday through Saturday.

Schreiber Mills, Incorporated—for cattle, hog, and poultry feeds, present Bob Riley's 9:50 a.m. marketcast Monday through Friday.

The Drackett Company—for "Drano" and "Windex", presents the Happy Home with Caroline Ellis on Tuesday and Thursday at 9:30 a.m. effective March 7.

KMBC

Jacoby-Bender, Incorporated—for JB watchbands, presents Jack Benton and the 11:00 p.m. news on Monday, Wednesday, and Friday.

Emery-Bird-Thayer Company—renews the KMBC news with Bill Griffith, Monday through Saturday, 8:25 to 8:30 a.m.

Standard Brands Incorporated—for Fleischmann's yeast, participating in the Happy Kitchen with Nancy Goode at 9:15 a.m. Monday, Wednesday, and Friday.

Purity Bakeries Corporation—for Taystee bread, presents Western Echoes Monday through Friday at 5:30 p.m.

Katz Drug Company—presents Rhymaline Time Monday, Wednesday, and Friday at 8:00 a.m.; Tuesday, Thursday, and Saturday at 7:45 and 8:00 a.m.

KFRM

Phillips Petroleum Company—for gasoline, motor oil, and greases, renews Henry Wheat and the news Monday through Saturday at 8:00 a.m.

"Grand Central" A Saturday Morning Hit

"Grand Central Station", consistently among the top ten daytime programs and heard on KMBC at 11:30 Saturday mornings, has been renewed by Pillsbury Flour Mills Company in behalf of cake mix, hot roll mix and pancake mix. The exciting dramatic series is in its twelfth year on the air.

New York's celebrated "Great White Way", focal point of the American theatre, is lengthened from coast to coast every Saturday when an all-Broadway cast presents an original drama on "Grand Central Station." Stars of current Broadway hits are featured each week, designed to give listeners throughout an opportunity to enjoy performances by actors of the legitimate theatre.

A new play each week is part of the show's pattern. Freshness and variety are achieved by the practice of accepting scripts from writers of varied styles and skills, and with a complete change of cast each week. Thus, the repertory includes comedy, straight drama and horror. As a result, almost anything goes—if it is good entertainment.

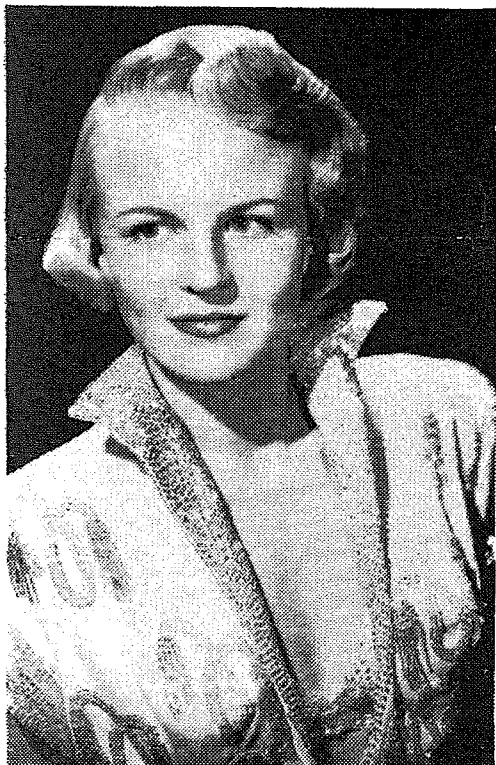


"We received lots of letters complimenting you on the sound effects for last night's dental program."

INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



JOY TERRY . . .
Attractive and talented Joy Terry plays a variety of featured roles on such programs as "Dr. Christian" and "Radio Theatre." The two shows are heard on KMBC at 7:30 p.m. Wednesday and 8:00 p.m. Monday, respectively.



PEGGY LEE . . .
Again entertaining listeners with her "soft-as-silk" style, the comely blond songstress is heard every Wednesday night at 8:30 on the Bing Crosby show for Chesterfield cigarettes.



MARTHA TILTON . . .
Lovely songstress Martha Tilton, "liltin' lady of swing," is featured on the musical quarter-hour, "Curt Massey Time." Presented by Miles Laboratories for Alka Seltzer, the program is heard Monday, Wednesday and Friday over KMBC at 9:45 p.m.

Charmin On KMBC With
"Minit Musical" Series

Hoberg Mills, in behalf of Charmin Tissue, has resumed its announcement schedule on The KMBC-KFRM Team and KMBC. The campaign of eight weekly spot announcements will continue through June 3.

Four "Minit Musical" announcements and four one-quarter minute spots are reaching thousands of radio families weekly. The series has been designed to stimulate increased demand for Charmin Tissue products, and retailers may capitalize on this demand by featuring prominent displays in their stores.

Emery Bird's Renew
Griffith Newscast

Emery, Bird, Thayer Company has renewed its 8:25 Monday through Saturday morning sponsorship of Bill Griffith's morning news on KMBC. The five minutes of late news is heard at a time that insures an audience of housewives beginning their morning's work.

Newscaster Bill Griffith, a native Kansas Citian, is one of the best known newsmen on radio in the area. A graduate of the University of Kansas, he entered journalism as a reporter on the Kansas City Kansan.

During his sixteen years with the newspaper, he covered practically every beat, and worked his way up to acting city editor. Entering radio as newscaster for a Kansas City, Kansas, station, he became that station's news editor before joining the KMBC staff several years ago.



BILL GRIFFITH

"Rhymaline Time" A
Popular Area Program

Katz Drug Company, sponsors of "Rhymaline Time" since 1945, is now presenting nine 15-minute segments of the popular show each week. The Kansas City drug firm sponsors a fifteen-minute segment from 8 to 8:15 Monday, Wednesday, and Friday mornings, and 7:45 to 8:15 on Tuesdays, Thursdays, and Saturdays. The 7:45-8:00 a.m. portions are broadcast on The KMBC-KFRM Team.

It's a gay and musical show, sparked with impromptu comedy. One of the top mail-pullers, "Rhymaline Time" has a kind of radio showmanship all its own—and listeners love it!

Rhymaline Time's success formula is simple: It lets listeners participate in the fun. They are invited to send in song requests written in the form of rhymes. Writers of the best rhymes are awarded a cash prize and a diploma. In addition, their rhymes are read over the air. Local editors regularly publicize the program by printing the names of the winners.

Besides emcee-comedian David Andrews, the show features the Tune Chasers, vocal-instrumental quartet, and Harry Jenks, organist.

By virtue of its spontaneous humor and rhythmic melodies, "Rhymaline Time" attracts widespread audiences throughout the Midwest. And repeated renewal of sponsorship is this fun-fest's most convincing proof that it performs an effective selling job.

New Daytime Drama
Series For Bab-O & Glim

An absorbing new daytime drama is now being aired Monday through Friday on KMBC from 2 to 2:15 p.m.—"Nona From Nowhere." Sponsored by B. T. Babbitt, Inc., on behalf of Bab-O and Glim, "Nona" is the story of a beautiful adopted girl and the two men who strongly influence her life—her foster father and the great young movie director, Vernon Dutell. Much of the action takes place right in the heart of the movie industry—the glamorous studios of Hollywood.

As Nona, listeners hear Toni Darnay, one of radio's best known actresses. Karl Weber is cast as the movie director. Here is the kind of drama whose intriguing story, set against a famous and colorful background, has an immediate strong appeal for daytime listeners, and attracts friends and customers to Babbitt products for the home.

During the weeks of February 26 and March 5 listeners will have a special incentive for following the adventures of Nona: the sponsor will offer a collection of seven packets of seeds for 25c and either a Bab-O or Glim label. The unusual part of this offer is that Mrs. Consumer can get back the 25c she sent by using the coupons returned with the seeds to purchase Glim dishwashing detergent or Bab-O at a saving!

KMBC Official Named
To Foundation Board

Karl Koerper, Vice President and Managing Director of KMBC and KFRM, has been named a member of the Board of Trustees of the William Allen White Foundation of the University of Kansas.

First meeting of the Trustees, selected from among prominent alumni and others who exemplify the best in American journalism, was held February 10, on the campus at Lawrence.

James B. Reston, diplomatic correspondent of the New York Times, and Pulitzer prize winner, spoke at the all university convocation as the first William Allen White lecturer.

Where's A Good Show
New KMBC Feature

Jim Burke's "Where's A Good Show" is attracting discriminating listeners at 5:25 p.m., Monday through Fridays with its honest recommendations of what the local amusement scene has to offer. Jim calls the shots as he sees them, and his comments on current cinema fare are not influenced.

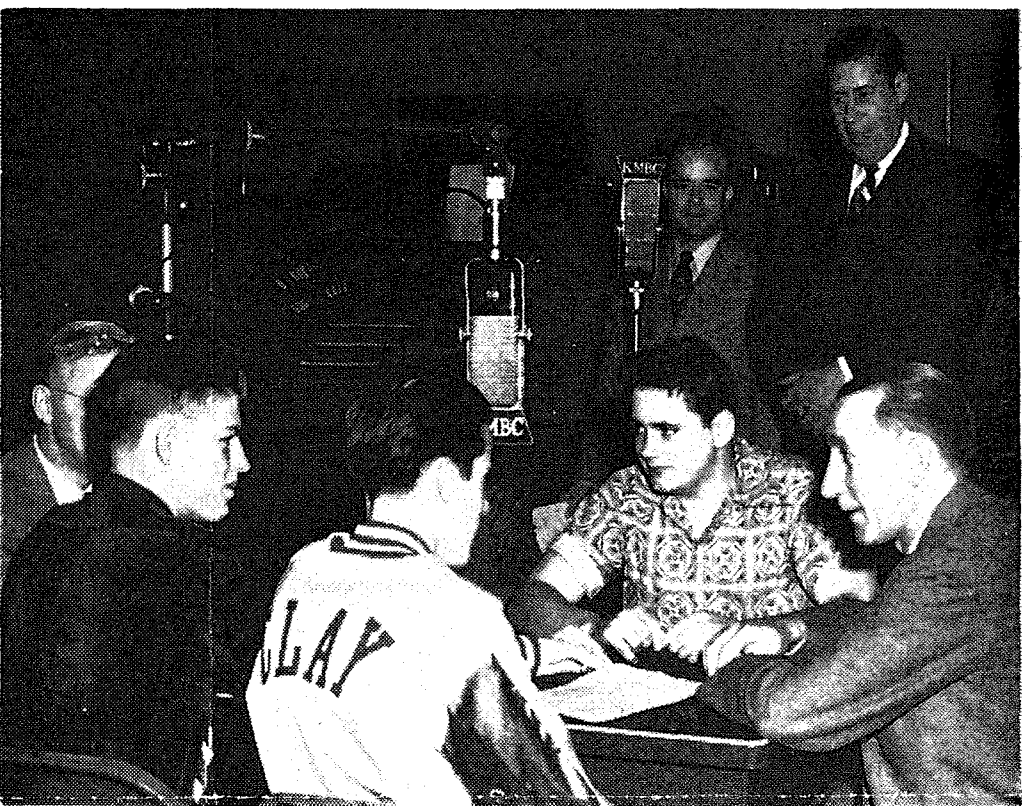
On Mondays and Tuesdays, the show features comments and "editorials" plus trends in the movies and on the stage. Having acting experience himself, Jim is well qualified to express opinions on the level of thespian art in these parts. Also checking the amusement industry's trade journals such as Variety and Billboard, he keeps his audiences up to date on latest Hollywood and Broadway trends and developments.

Then on his remaining three programs of the week, Jim appraises Kansas City's new motion picture offerings. Not "canned" comment, but informed criticism and/or appreciation help the busy listener decide how best to spend his time and entertainment dollar.



THE TEXAS RANGERS!

This new photograph of the Texas Rangers shows, in the usual order, Ted Painter—"Arizona"; Ray Hudgens—"Captain Ray"; Bill Lorentz—"Montana"; Eddie Johnson—"Idaho"; and Val Tatham—"Tucson". The celebrated vocal instrumental group is a midwest favorite. They are heard Monday through Friday at 5:30 p.m. on KMBC for Taystee Bread; at 7 a.m. Monday, Wednesday, and Friday for BC Remedy; at 7 a.m. Tuesday, Thursday, and Saturday for Hypower chili and meatballs; and at 5 p.m. Monday through Friday for Grennan cakes. Of course they're a mainstay every Saturday night at the Brush Creek Follies.



"YOUTH LOOKS AHEAD" . . .

John A. Collings, vice-president of Trans World Airlines, came up with the answers for Westport High students on a recent program in the "Youth Looks Ahead" series on KMBC. Moderating the discussion of "Opportunity in Field of Air Transportation" is Dr. Richard A. Ball (left), Assistant Dean of Kansas City Junior College. Chief announcer Lee Stewart and Vice-president and Managing Director Karl Koerper, standing, are interested spectators.



AT BRUSH CREEK FOLLIES . . .

Is Hiram Higsby extolling the virtues of Butter Nut coffee or is the lady telling him? Whichever the case, several thousand fans from both the Kansas Cities have a barrel of fun each Saturday evening at Memorial Hall in Kansas City, Kansas. Not only are the old favorites around every Saturday night, but some new surprise is always in store for regular Brush Creek fans.

Gangbusters Celebrates
14th Year of Broadcasting

Gangbusters had a red-letter day on the 7th of January, when it completed its fourteenth year of consecutive broadcasting and also became sponsored over the entire CBS network by General Food Corporation in behalf of Grape Nuts. It is aired every Saturday on KMBC at 8:00 p.m.

The only radio anti-crime series which dramatizes authentic crime cases from police blotters and names real names, places and dates, Gangbusters has consistently ranked with the leaders and is

one of radio's best-known and most honored programs.

Besides its thrill-packed, authentic dramatizations, Gangbusters is also famous for its weekly air description of more than 300 of these desperados.

Gangbusters was conceived by Phillips H. Lord. The program's success in informing the public on the nature of crimes being committed across the nation is attested by the countless commendations the show has received from educators, police officials, clergymen and sociologists. Gangbusters proves through real stories that crime doesn't pay!

Happy Home a Morning Favorite on KMBC-KFRM

Caroline Ellis' "Happy Home" continues to be the meeting place of happy sponsors. Beginning March 7 the Drackett Company will present the long-time Kansas City region favorite over The KMBC-KFRM Team on Tues-



day and Thursday at 9:30 a.m. The Drackett Company, makers of "Drano", the well-known cleaning agent for clogged drains and pipes, and "Windex", their window cleaner, will sponsor a program that has a strong appeal for housewives in The Team area. Heard Monday through Friday from 9:30 to 9:45, the "Happy Home" features the down-to-earth philosophy of K M B C-KFRM's beloved woman commentator, Caroline Ellis. Appearing with her on the program is David Andrews.

Armour Presents Stars Over Hollywood

Started frankly as an experiment eight years ago, "Stars Over Hollywood," heard on KMBC each Saturday at 1:00 p.m., has grown into one of radio's soundest commercial shows, dean of Saturday's daytime programs. Sponsored by Armour and Company, it's a leader in popularity polls and ratings and a consistent favorite of listeners across the nation.

Its success has been built on informal presentation of Hollywood's leading stars in the finest stories obtainable from writers everywhere. Many of the top movie names made their first, or one of their early radio appearances, on this program.

Special emphasis this month is on the new Vacuum-Pack, Armour's exclusive packaging feature that seals in the "just-sliced" freshness of Armour bacon—a safety measure that keeps Armour bacon better-looking, better-cooking, and better-tasting.

The parchment and cello-wrapped packages are also featured, together with recipes and suggestions for better meals. Additional bacon recipe books are made available on written request to Marie Gifford, Armour's famous home economist.



EDWARD R. MURROW . . . and the news. Heard Monday through Friday on KMBC at 6:45 p.m. for Campbell Soup Company.

Resistabs Promoted On KMBC By Bristol-Myers
The Bristol-Myers company, in behalf of Resistabs, a new antihistamine for colds, is presenting a series of one-minute announcements on KMBC to introduce the product to the Kansas City area. Resistab is a clinic-proven antihistamine, backed by Bristol-Myers and being pre-sold to druggists' customers through the transcribed announcements—as well as in newspapers. With this heavy introductory campaign, plus cooperative point-of-sale display, Bristol-Myers predicts Resistab will exceed its present sales rate of one million a day.

Duff & Repp Furniture Presents News on Team

Duff and Repp Furniture Company is presenting the important Noon News with John Farmer on Mondays, Wednesdays, and Fridays. Heard on The KMBC-KFRM Team, the ten-minute survey of all the late news is the lead-off feature of the Team's hour of mid-day entertainment and information—the "Dinner-Bell Roundup."

Newsreader John Farmer is an experienced editor and graduate of college journalism. A top-notch, trained journalist, he has been a member of the KMBC news staff for over ten years. In fact, printer's ink has been in his blood since youth when he worked as a printer's devil on the Cameron, Missouri Sun. His experience as both reporter and advertising salesman on his father's newspaper gives him a splendid background for handling newscasting assignments for radio advertisers. Other sponsors of Farmer's newscasts include: American Dairies and Peter Paul, Incorporated.

CBS Stars Receive Top Radio Honors

Stars and programs heard on KMBC are again winning the plaudits of the nation's radio editors and critics. Voting in Motion Picture Daily's annual poll, the writers have picked favorite CBS programs and performers as doing outstanding jobs.

The winners, heard every week on KMBC, include Jack Benny, "Champion of Champions" and "Best Comedian"; Eve Arden, "Best Comedienne"; Bing Crosby, "Best Master of Ceremonies"; "Film Personality Most Effective in Radio," and "Best Popular Male Vocalist"; Dinah Shore, "Best Popular Female Vocalist"; Don Wilson, "Best Studio Announcer"; Edward R. Murrow, "Best News Commentator or Analyst"; Arthur Godfrey, "Best Daytime Program"; Radio Theatre, "Best Dramatic Program"; Suspense, "Best Mystery Show"; and You Bet Your Life, "Best Quiz Show".

In giving these outstanding shows—heard on KMBC in the Kansas City area—the majority vote, the editors followed close on the heels of the Hooper and Nielsen radio program rating services, which showed that CBS not only had most of the popular programs, but also the highest average audience in radio today.

'My Favorite Husband' Changes Time March 5

"My Favorite Husband," the gay domestic comedy starring Lucille Ball as Liz Cooper and Richard Denning as husband George, will be heard at 5:00 p.m. on KMBC beginning Sunday, March 5. The redheaded film glamor girl was formerly heard on Friday nights at 7:30. Sponsored by General Foods for



LUCILLE BALL . . . Jello, the popular laugh show is a natural for Lucille Ball, one of the screen's top comedienes. Husband George is fifth vice-president of the local bank and "Liz" is forever getting him into uproarious predicaments as she "guides" him along the path of success.

Other characters in the series include Cory Cartwright, the Coopers' confirmed bachelor friend, and Katie, the maid. "My Favorite Husband" first went on the air in July, 1949 as a sneak, one-time broadcast. It was chosen for sponsorship by General Foods the next January.

Carnation Gives Friskies, Heavy Promotion Buildup
Friskies dog food is receiving a heavy promotional buildup on KMBC. The Carnation Company, makers of Friskies, is sponsoring one-minute announcements daily five days a week. A new product of the Carnation Company, Friskies is canned with a substantial meat content.

Texas Rangers Star in "Western Echos"

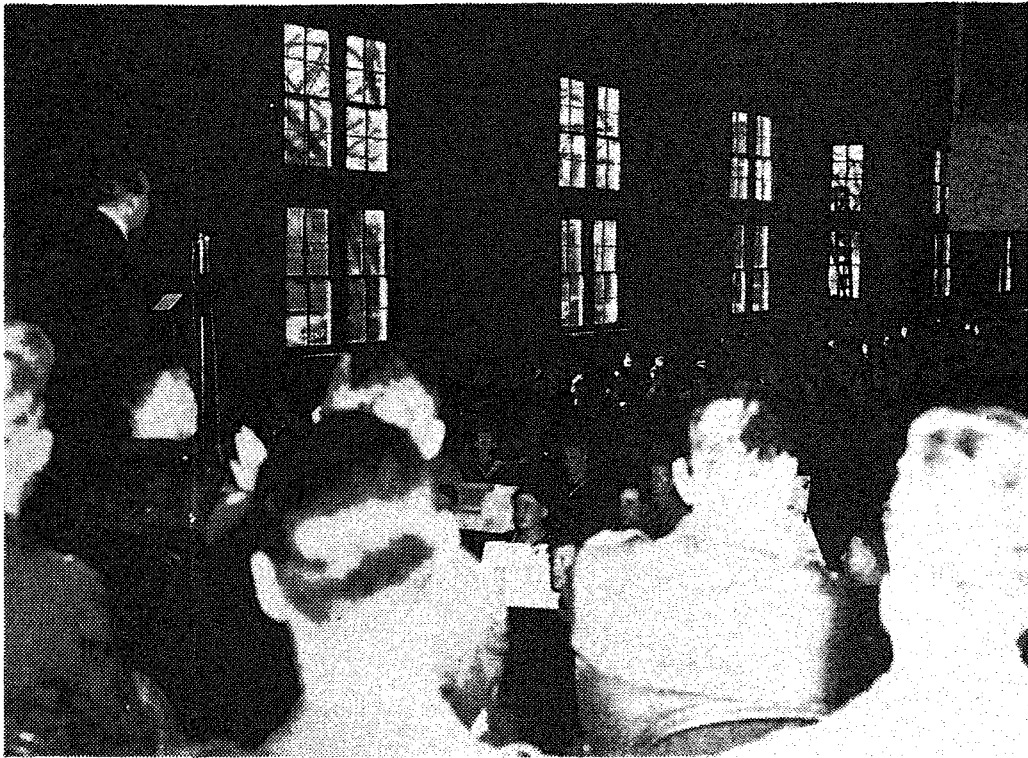
"Western Echoes," that friendly, tuneful musical show heard on KMBC from 5:30 to 5:45 p.m., Monday through Friday, features the stellar entertainment of five young musical performers whose artistry has been acclaimed from coast to coast—the Texas Rangers. The boys play and sing every type of music from western and hillbilly to the popular "swing" arrangements of the modern dance bands. The Texas Rangers are presented by Purity Bakeries Corporation in behalf of Taystee bread.

Ray Hudgens, "Captain Ray," genial director of the five-man aggregation, plays violin. Eddie Johnson—"Idaho"—beats out rhythms on the bass fiddle. Val Tatham—"Tucson"—strums the guitar and sings baritone. Ted Painter—"Arizona"—is featured banjo artist and lead guitar. Bill Lorentz—"Montana"—plays the accordion and also gives out with a fine baritone.

With the boys' infectious good cheer and fine musicianship, the quarter-hour show just before the dinner hour is the perfect vehicle to route customers and potential customers to Taystee on the bread counters!



"STRENGTHEN THE ARM OF LIBERTY" . . . That's this year's Cub Scout motto. This pack is expressing the viewpoint like the knights of yore, complete with shields and armor. Tim West's Big Brother Club, on KMBC-KFRM at 5:15 p.m. Monday through Friday, not only talks about but encourages boys and girls to undertake worthwhile projects such as this—by strengthening the arm of liberty through goodwill.



MOLLEN ADDRESSES CADETS . . . Sam Molen, KMBC-KFRM Sports Director, makes frequent appearances before organizations and civic groups as guest speaker. This photo shows Sam, left, in action late in February before the faculty and cadet corps of Wentworth Military Academy in Lexington, Missouri. A few minutes after finishing his talk Sam was whisked off to the weekly luncheon meeting of the Lexington Rotary Club to pinch hit as guest speaker for that organization. Needless to say, the Midwest's No. 1 Sportscaster was well received at both functions.

Bob Crosby Back On Campbell Soup Club 15

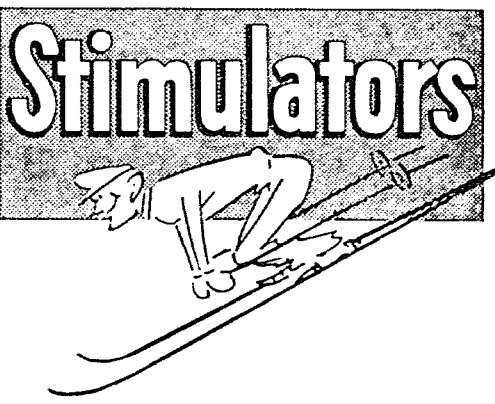
Bob Crosby, the original Head Man on Campbell Soup Company's "Club 15," is back and will take up his duties again March 27 after a short absence from the popular show.

The singing star, whose voice has been familiar to "Club 15" listeners for almost three years, will resume his dual role of singing star and Head Man on a five-day-a-week schedule.

The program, which originates from Hollywood, is heard on KMBC every night, Monday through Friday, at 6:30 p.m. In addition to Bob Crosby, the popular show stars the Andrews Sisters, with Evelyn Knight, the Modernaires and Jerry Gray and his orchestra. Del Sharbutt is the announcer.



"LUIGI" . . . J. Carrol Naish stars as Luigi Basco, wistful immigrant, and Mary Shipp is his kindly schoolteacher Miss Spalding, on "Life With Luigi," sponsored by Wm. Wrigley, Jr. Company and heard on KMBC each Tuesday evening at 8.



Herewith are listed current offers and contests on KMBC. Such "stimulators" of the advertisers result in greater sales for you as a retailer.

Campbell Soup Co.—Sponsors of Edward R. Murrow and the News, heard over KMBC Monday through Friday at 6:45 p.m. offers \$100 for quotations from poem, play, book of speech with timely meaning in connection with current news. Entries are to be written on back of Franco-American spaghetti label. Address: Edward R. Murrow, Box 10, New York 46, N.Y.

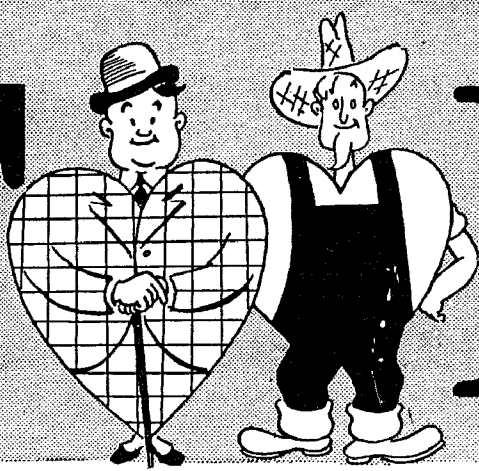
Colgate-Palmolive-Peet — Sponsors of "Our Miss Brooks", heard over KMBC each Friday at 9 p.m. offers the booklet "Miracle of America". Address: Box 10, Times Square Station, New York, N. Y.

Toni Co.—Sponsors of "Give and Take", heard over KMBC on Saturdays at 1:30 p.m. offers a pyramid of merchandise prizes for the solution to a "secret sound" heard on the programs. Address: Toni Secret Sound, Box 1412, Grand Central, New York.

Wm. H. Wise Co.—Sponsors of "Get More Out of Life", heard on KMBC each Saturday at 2 p.m., offers the "Popular Guide to Legal Principles" (\$4.95—\$1.00 each month) and the "Modern Home Physician" (\$3.98, plus postage). Address Law Book, CBS, or Doctor Book, CBS, New York 22, N. Y.

KMBC KFRM

HEART BEATS



from the Heart of America

VOL. 8, NO. 2 KANSAS CITY'S RADIO MERCHANDISER APRIL, 1950

KFRM to Broadcast Major League Baseball Games Each Afternoon

Arrangements were completed last month with the Liberty Broadcasting System for play-by-play descriptions of major baseball on station KFRM each afternoon this season.

Exhibition games began on March 11, and 36 contests from the Florida training camps were included, prior to the start of the regular major league season on April 18.

In announcing arrangements for these KFRM baseball broadcasts, Arthur B. Church, president and founder of KMBC and KFRM stated: "I am proud to have KFRM associated with Liberty this season in the presentation of these major league broadcasts. We hope the response from KFRM's great farm audience will justify our belief that they want us to present major league baseball."

Best expression of the reception of these baseball broadcasts came several weeks after the exhibition schedule began over KFRM. The station's listeners were asked on four different occasions to comment on their reaction to this baseball experi-

ment. Response was overwhelming, with replies received from 100 counties in the KFRM primary coverage area.

Gordon McLendon, "The Old Scotchman," and one of the nation's finest baseball announcers will handle the play-by-play broadcasts this season, assisted by Wes Wise and Al Turner.

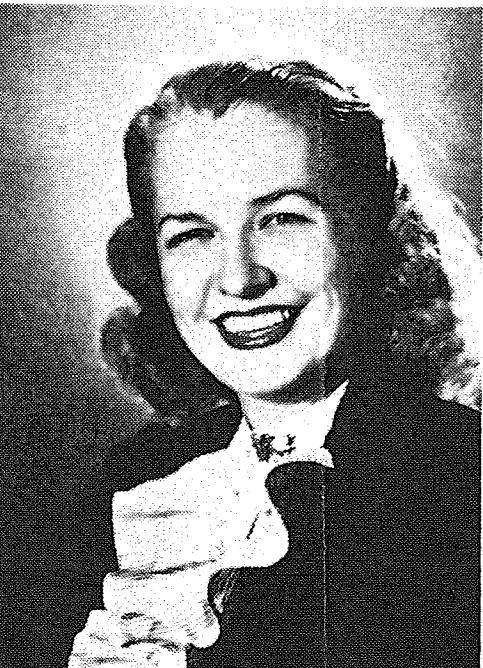
In lining up major league games, McLendon will select team series of top interest, in presenting these play-by-play broadcasts.

Broadcasts of all week day games will start at 1:30 p.m. Central Standard Time, on KFRM, with the Sunday games being heard at 3:00 p.m., CST.

Kroger's "Mary Foster" Program now on KMBC

"Mary Foster, The Editor's Daughter," a story which combines the warmth and charm of life in a small town with all the thrills and excitement of a large metropolis, is certain to find swift acceptance and popularity with homemakers in the Kansas City area. The well-written and acted dramatic serial, presented by the Kroger Company, is heard over KMBC Mondays through Fridays at 3:45 p.m.

Playing the title role of "Mary" is Kay Campbell, a former model



Kay Campbell portrays Mary of "Mary Foster, the Editor's Daughter," new dramatic daytime serial sponsored by the Kroger Company.

and veteran radio performer with 15 years' network experience. Miss Campbell has appeared in "Lora Lawton" and "Just Plain Bill," and is a regular cast member of "Ma Perkins." She has made movie shorts for both RKO and Pathe.

The part of "Henry Foster," "Mary's" father, is played by Parker Fennelly, one of the most versatile supporting actors in radio today. Sunday night listeners long enjoyed him as "Titus Moody" of Allen's Alley.

Supporting roles are all played by veteran radio actors—Donald Briggs as "Don Randolph;" Ken Lynch as "Dr. Bill Nelson," and Agnes Young as "Amelia Daggett."

KMBC WILL BROADCAST DERBY & PREAKNESS

KMBC again this year will present the exclusive broadcast, in the Kansas City area, of the 76th running of the famed Kentucky Derby.

America's greatest turf classic will be heard over KMBC on Saturday, May 6, starting at 3:15 p.m.

Clem McCarthy, celebrated Derby announcer, will describe the annual "run for the roses."

The Preakness Stakes, second only to the Derby in American horse racing, will also be a KMBC exclusive on May 20. McCarthy will handle the mike in this great horse race, which will be heard at 3:00 p.m., Kansas City time.

The Preakness is not quite as old as the famed Kentucky Derby, having started just two years after the first running of the Derby.

Both the Kentucky Derby and Preakness broadcasts are exclusive presentations of the Gillette Safety Razor company.

"Our Miss Brooks" Heard at New Time

"Our Miss Brooks", the hilarious comedy starring Eve Arden in the title role, is now heard from 8:00 to 8:30 Friday nights on KMBC. The adventures of the sentimental schoolmarm were formerly heard Fridays at 9:00 p.m.

Sponsored by the Colgate-Palmolive-Peet Company for Palmolive Lustre Cream shampoo, the popular laugh show is a natural for Eve Arden, one of the top comediennees of radio and screen.

Besides Miss Arden, the program features an outstanding cast of players including Jeff Chandler as Mr. Boynton, the bashful biology teacher who is the object of Miss Brooks' affections.

Power & Light Company a Happy Kitchen Participant

The Kansas City Power and Light Company is participating in The KMBC-KFRM Team's "Happy Kitchen," the popular and stimulating fifteen-minute homemakers program with Nancy Goode. Heard six days a week from 9:15 to 9:30 a.m., the "Happy Kitchen," as Kansas City's oldest homemaking program, has long had a devoted audience.

The Power and Light Company's special sponsorship is in behalf of electrical power use for cooking, water heating, refrigeration, household appliances, and home freezers. The firm's participation in the informative morning series is six days a week, Monday thru Saturday.

Standard Brands, for Fleischmann's yeast, has a major participation in the program.

KMBC Artists Bureau Books Talent For Entertainment in Trade Area

Things are running true to form as far as KMBC-KFRM artists are concerned: they are in greater demand in the Kansas City area for personal appearances than ever before. Besides entertaining thousands daily over the airwaves, they're making frequent visits to friends in the great trade territory served by The KMBC-KFRM Team. That means that the Texas Rangers, Millie & Sue, Colorado Pete, Jed Starkey, the Tune Chasers, Sunny Daye, Hiram Higsby, Tiny Tillman, Tim West, Harry Jenks—and all the rest of the talented

souri towns have invited their friends and customers to entertainments which featured "team" talent.

All Types of Engagements

Then too, opportunities to hear members of the KMBC-KFRM radio family have not been lacking in the immediate Kansas City region. They've played and sung at a number of private affairs, such as a recent large party at the Muehlebach Hotel, whose host wrote McConnell: "The men you sent to our party . . . provided the type of music suitable for the occasion. The rhythm of their



Pictured here are members of the KMBC-KFRM talent staff who are right in the spirit of the beard-growing contest proclamation issued in connection with Kansas City's Centennial celebration. They'll also spread news of Centennial events in their numerous personal appearances scheduled in Kansas City's trade territory. Reading from left to right are Herb Kratoska, Ted Painter, Charlie Pryor, Val Tatham, Ruel Joyce, Sunny Daye, Bill Lorentz, Joe Manning, Eddie Johnson, Lee Stewart, Ray Hudgens, and Tiny Tillman.

entertainers, put in a lot of mileage each month traveling to meet their engagements, and still be at the Kansas City studios in time for their regularly scheduled broadcasts.

The variety of events, the size of audiences, and the territory covered by the various single and group acts is astounding. To Jim McConnell, as Director of the KMBC-KFRM Artists' Bureau, falls the task of scheduling the performances, arranging dates, and assigning talent in answer to the many requests. In fact, engagements have become so heavy that J. Howard Smith has been named assistant director of the Artists' Bureau. "Smitty" will be remembered as featured singer and bass player of the famous "Rhythm Riders."

It's no exaggeration to say that KMBC artists have traveled thousands of miles during the first four months of 1950. They've covered virtually every county in the huge KMBC-KFRM primary trade area. They've been chosen to provide entertainment for "family parties" not only by International Harvester Company but also by Minneapolis-Moline Harvester Company. At these affairs, dealers in many Kansas and Mis-

music and their selections were perfect. Our guests were most complimentary of them."

And from the office of the director of elementary education of the Kansas City schools: "Again I want to thank you for making it possible for The Texas Rangers to play at the reception of the National Association of Secondary School Principals. They certainly made the party a howling success."

But the letters of appreciation that mean most to "Jim" and "Smitty" are those from the boys at Drumm Institute in Independence, Missouri. Through the courtesy of the Butter-Nut Coffee Company these underprivileged children recently had the opportunity to see and hear their Brush Creek Follies favorites "in person." And the letters the boys wrote show just about the most heart-warming appreciation that the KMBC-KFRM stars have received.

For years a leading office in handling entertainment acts for fairs, fall festivals, county picnics, and civic promotions, the KMBC-KFRM Artists' Bureau finds itself busier than ever, yet willing and able to handle the many requests by virtue of the varied array of talent and the smooth working of the Bureau staff.

KMBC KFRM HEARTBEATS

from the Heart of America
VOL. 8, NO. 2 KANSAS CITY'S RADIO MERCHANDISER APRIL, 1950
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 of Kansas City 980 on your Radio Dial
KFRM for Rural Kansas 550 on your Radio Dial
GENERAL OFFICES
PICKWICK HOTEL, KANSAS CITY 6, MISSOURI
Owned and Operated By
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
Published by the KMBC-KFRM Promotion Department
John S. McDermott, Promotion Director
Dave Burch, Editor

Nationally Represented By
FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 2-6373	NEW YORK (22) 444 Madison Ave. Plaza 9-6022	SAN FRANCISCO (4) 58 Sutter Sutter 1-4355
DETROIT (26) 3463 Penobscot Bldg. Woodward 1-4255	HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 9-2151	ATLANTA (3) 322 Palmer Bldg. Main 5667
		FORT WORTH 406 W. 7th Street Fort Worth 36-3349

Stag "Square Dance Time" Features KMBC Stars on Friday Night Musical

A sparkling new program, "Square Dance Time," specially created by KMBC, made its debut late in March. The half-hour show features the stations' well-known western stars and is heard each Friday on KMBC from 8:30 to 9:00 p.m. Versatile David Andrews, singing comedian, is emcee. Among the stars on the new west are the popular single acts of Sunny Daye, Harry Jenks, David Andrews, comedian Jed Starkey, and vocalist Tiny Tillman. Those perennial singing favorites are very much a part of zestful "Square Dance Time." From time to time guest artists appear with the regular performers, as was the case March 28,



This smiling group gathered in the studios for the inaugural of "Stag Square Dance Time," created by KMBC especially for Griesedieck Western Brewing Company. The sparkling new western variety show, heard at 8:30 on Fridays, is emceed by David Andrews, who's in the center of the picture. Mr. Ken Hooper, distributor of Stag beer, is smiling over Dave's right shoulder. The show premiered March 17.

musical show are performers from the mid-west's biggest radio-stage hit, the famous "Brush Creek Follies," now in its thirteenth season. The Texas Rangers, long-time favorites of Follies fans, are one of the featured acts. Also bringing a flavor of the

when Rex Allen, rising young western movie personality and CBS singing star, dropped in on "Square Dance Time."

The new show was conceived for and is presented by Griesedieck Western Brewing Company in behalf of Stag beer.



"Tonight the grab bag lost \$4,329.00 and the sponsor!"

INTRODUCING



CHARLES AVEY . . .

The old saying "There's never a dull moment" is a phrase particularly applicable to the business and private life of "Chuck" Avey.

As Continuity Director of The KMBC-KFRM Team he is responsible for a staff of seven; outside the office, he participates in such varied organizations as the Junior Chamber of Commerce, Sigma Nu alumni, Christian Science church, and continues his recreational hobbies—tennis, golf, and singing.

In 1920, at the tender age of one year, young Charles Avey moved from his home town of Cherryvale, Kan., to Kansas City. During grade school days he earned his first dollar by selling eggs door to door. Soon he added magazines, reasoning that a double chance at a sale was better than one!

Chuck was interested in scouting, and progressed to the rank of Eagle Scout while at Central High. During his school years he was in two wellknown local choirs — the "Memorial Boys' Choir," directed by Mabel Glenn, and Richard Dabney's "Heart of America Boys' Choir."

Although Chuck claims that he sings "merely for his own amazement," last year he wrote the lyrics for the official song of the Saddle and Sirlain Club and recorded it. KMBC Musical Director P. Hans Flath composed the music and the combined work of the two KMBCers was taught to clubmen by member and KMBC Managing Director Karl Koerper.

An Engineering Major

While at K. C. Junior College, he majored in general engineering. Chuck entered the University of Kansas for his junior and senior years, and specialized as an electrical engineer. At K. U. he pledged Sigma Nu, a social fraternity, and has remained active in the organization's alumni affairs.

As president of the K. U. chapter of the American Institute of Electrical Engineers, song leader in his fraternity, plus his academic work—Chuck had arranged for himself his usual busy existence. And it was at K. U. that he received his first radio training. He started daily work in announcing and writing for the university radio station, KFKU.

Works In New York State

Graduated in 1942 with a B.S. in engineering, he went immediately to work for the Aluminum Company of America with their reduction division at Niagara Falls, New York. He sang on station WHLD, Niagara Falls, during his stay there, which was interrupted by Uncle in June of 1944.

Completing basic, at Buckley Field, Denver, he was sent a few miles away to Lowry Field to the power-operated gun turret school, and at the end of the course, was to be shipped overseas. At the last minute, Chuck

was pulled out to become an instructor in the electricity and amplidynes phase because of his electrical engineering background. Becomes An Officer

After the war had ended Avey was on his way to Air Corps Administrative OCS at Maxwell Field, Ala. After the four-month course, during the last quarter of which he served as a member of OCS Honor Council, he was graduated as a 2nd lieutenant in Public Relations, and dispatched to Greensboro, North Carolina.

As Public Relations officer for this base of 22,000 men, Chuck found himself back in radio again. He was responsible for a regularly scheduled half-hour radio show, "Skyway Review," over a Greensboro station. Movie star Donald O'Connor was the first guest on the show; a later guest was Lauritz Melchior.

Training in organization and delegation of responsibility to a sizeable staff of 30 proved to be invaluable experience in heading-up a busy continuity department in civilian life, Chuck found. He was discharged from the Army in June, 1946.

Avey now guesses it was a case of too much contact with radio—or rather too little, for he joined KMBC in August of the same year.

Joins KMBC Staff

Chuck started at the station as an announcer, serving nine months in that position, then was promoted to continuity director, where he supervises the writing and traffic staffs. He's responsible for both the commercial and sustaining copy, copy editing, word count, copyright clearance, commercial and sustaining transcription auditioning and timing, and has supervisory charge of all continuity department operations. The daily continuity books are his province, a detailed operation requiring the utmost in accuracy.

Then there's the matter of accuracy and policy: copy is edited in accordance with the rules and regulations of the NAB, FCC, FTC, and local KMBC policy.

Avey is married to the former Charlotte Burd (Pringle), and has an apartment in the Plaza district. In the midst of his varied radio duties, he still finds time to continue his hobby of singing and gets in an occasional game of golf or tennis.

Hamms Sponsor Molen "Parade of Sports"

"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 Theo. Hamm Brewing Company. The firm sponsors the sportscasts Monday through Saturday over KMBC for Hamm's beer.

Popularity of these sportscasts



SAM MOLEN . . .

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.



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

THE KMBC-KFRM TEAM

The Kansas City Power and Light Company — participating in the "Happy Kitchen" with Nancy Goode, Monday through Saturday at 9:15 a.m.

Thurston Chemical Company — for their commercial fertilizer, presents Ken Parsons' "Your Farm and Ours" Monday through Saturday at 6:20 a.m.

Evans Orchard Supply Company — for their agricultural chemicals and Sprayers, presents Phil Evans and his "Grain and Produce Markets" Monday through Friday at 12:50 p.m.

Thompson-Hayward Chemical Company—for their agricultural chemicals and farm supplies, presents Ken Parsons' "Better Farming" Monday through Saturday at 6:55 a.m.

Doyle Packing Company — for Strongheart Dog Food, presents Bill Griffith and the news Tuesday, Thursday, and Saturday at 9:45 a.m.

The Drackett Company — for Drano and Windex, renews Caroline Ellis' "Happy Home" Tuesday and Thursday at 9:30 a.m.

KMBC

Griesedieck Western Brewing Company—for Stag beer, presents "Stag Square Dance Time" Fridays from 8:30 to 9:30 p.m.

American Dairies — for Aines milk, Arctic ice cream, and ABC butter, renews six Sunday newscasts with John Farmer, at 7:15, 9:45, 12 noon, 5:45, 9:30 and 11 p.m.

Maurer-Neuer Corporation — for their meat products, renews "Brush Creek Follies", Saturdays from 9:45 to 10:00 p.m.

Emery-Bird-Thayer Company — renews the KMBC news with Bill Griffith, Monday through Saturday, 8:25 to 8:30 a.m.

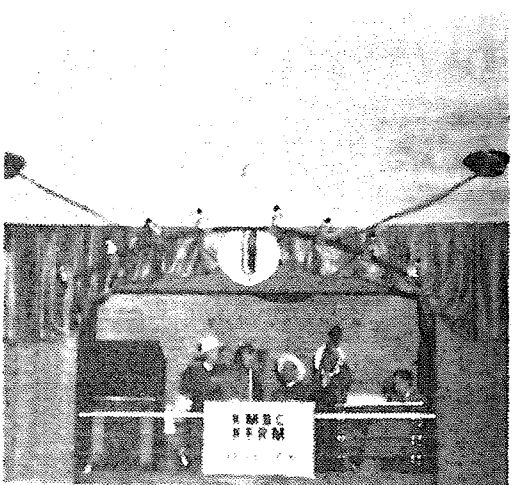
Metropolitan Life Insurance Company—renews Erle Smith's 6:00 p.m. newscast Monday, Wednesday, and Friday.

Theo. Hamm Brewing Company—for Hamm's beer, presents Sam Molen's 9:45 p.m. sportscast Monday through Saturday.

Katz Drug Company — Renews Rhymaline Time Monday through Saturday from 7:45 to 8:00 a.m.

KFRM

Maurer-Neuer Corporation — for their meat products, renews "Brush Creek Follies", Sundays from 2:30 to 2:45 p.m.



EXPOSITION RADIO STUDIO

This photo shows emcee Hiram Higsby and The Texas Rangers on the "Dinnerbell Roundup," which originated from the Electrical Show in the Municipal Auditorium last month. The entire KMBC-KFRM talent staff appeared in person at various times during the five-day exposition.

INSIDE COLUMN ON THIS MONTH'S *Heartbeats*



MARIE WILSON . . .

Famous "beautiful but dumb" blonde of radio and screen fame, stars in "My Friend Irma," heard on KMBC Monday nights at 9 for Pepsodent tooth paste. As Irma, Marie is a blonde with the face of an angel and the brain of a mouse.



EVE ARDEN . . .

Lovely star of "Our Miss Brooks," now heard on KMBC Friday nights at 8. Sponsored by Colgate-Palmolive-Peet Company for Palmolive Lustre Cream shampoo, the popular show features Miss Arden as a sentimental school-marm.



BONNIE LEE WILLIAMS . . .

The only feminine member of the Lemacs quartet on the lighthearted, punstudded "Bob Hawk Show," Miss Williams and her colleagues give greeting in song to successful contestants. The program, for Camel cigarettes, is heard on KMBC Tuesday nights at 9.

"Horace Heidt Show" On Air Force Tour

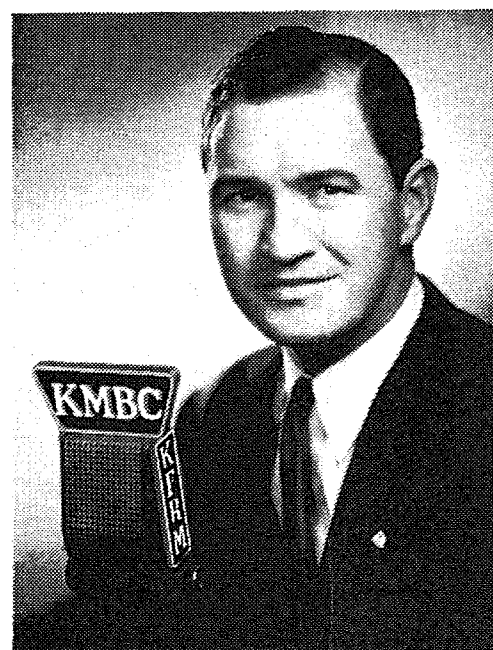
After seven months of touring the country in a series of one-night stands, the troupe of the "Horace Heidt Show," popular KMBC Sunday night feature, is off on a flying trip to Europe. The trip consists of a three-week tour of Army bases in occupied Germany, with by-trips to Vienna, Paris, and London, to entertain our troops there. The Heidt tour, for the benefit of overseas troops morale, is sponsored by the U. S. Air Force.

The Heidt group of 56 band members, dancers and acts will travel in two Skymasters, and while abroad Heidt will continue to seek out the best of young musical talent, this time from among overseas military personnel. As usual, one week's winner will compete against a new group of contestants the following week until he is defeated. The winner overseas will be granted special leave to return with the show and compete against civilian musical rivals. The tour lasts from April 28 to May 10. It ends officially May 14, with the "Horace Heidt Show" originating at Fort Meyers, near Washington, D. C.

The program is sponsored by Philip Morris, Ltd., for Philip Morris cigarettes, and is heard every Sunday night on KMBC at 8:30.

"Better Farming" an Ideal Service Feature

The Thompson-Hayward Chemical Company, in behalf of their agricultural chemicals and farm supplies, is presenting Ken Parsons' popular morning program, "Better Farming," over The KMBC-KFRM Team at 6:55 a.m. Monday through Saturday. The informative five-minute program is concerned with a discussion of new things in agriculture, such as



KEN PARSONS . . .

developments in fertilizers, weed killers, insecticides, herbicides, crops and soils.

Presented as remote broadcasts direct from the KMBC-KFRM Service Farms near Stanley, Kansas, the "Better Farming" program is in the hands of a skilled agronomist. As assistant director of the Farms, Parsons assists Phil Evans in agricultural experiments for the benefit of mid-western farmers. 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.

Finding new uses for DDT and 2-4-D, figuring out the proper combination of grasses to provide better pasture for livestock, 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.

NO SUMMER CHANGE IN KMBC BROADCAST TIMES

Beginning Sunday, April 30 and continuing through the period of New York Daylight-Saving Time, the Columbia Broadcasting System will again employ the method of furnishing KMBC and other stations that remain on Standard Time with a one-hour delay service over special lines from Chicago.

When the change is made, stations remaining on Standard Time would ordinarily hear the network program one hour earlier if the system of tape-recording the program in Chicago and relaying them from there were not used.

This policy, which was begun three years ago, has been adopted in the public interest and will exist throughout the 22 week period of Daylight-Saving Time.

"Rosemary" Scores For Ivory Snow

"Rosemary," author Elaine Carington's serialized story of a modern marriage, starring Betty Winkler in the title role, started its sixth year of broadcasting on March 27. The story of a young woman who faces problems common to all women reaches KMBC audiences at 10:45 a.m., Monday through Friday.

In the early chapters, "Rosemary" Dawson fell in love and married an ex-GI, Bill Roberts. In real life, Betty Winkler and George Keane, who was cast in the role of Bill Roberts when he was discharged from the army, met in the radio studio and fell in love. They've been Mr. and Mrs. both on and off the microphone for two years now.

The sequence of "Rosemary" currently deals with the young Roberts adjustment to life in a large city. Frequent flashbacks to Springdale, the little town from which they moved, carry on the life story of Rosemary's family.

The long-time favorite of housewives is sponsored by Procter and Gamble for Ivory Snow.

"This is Nora Drake" Enters Second Year

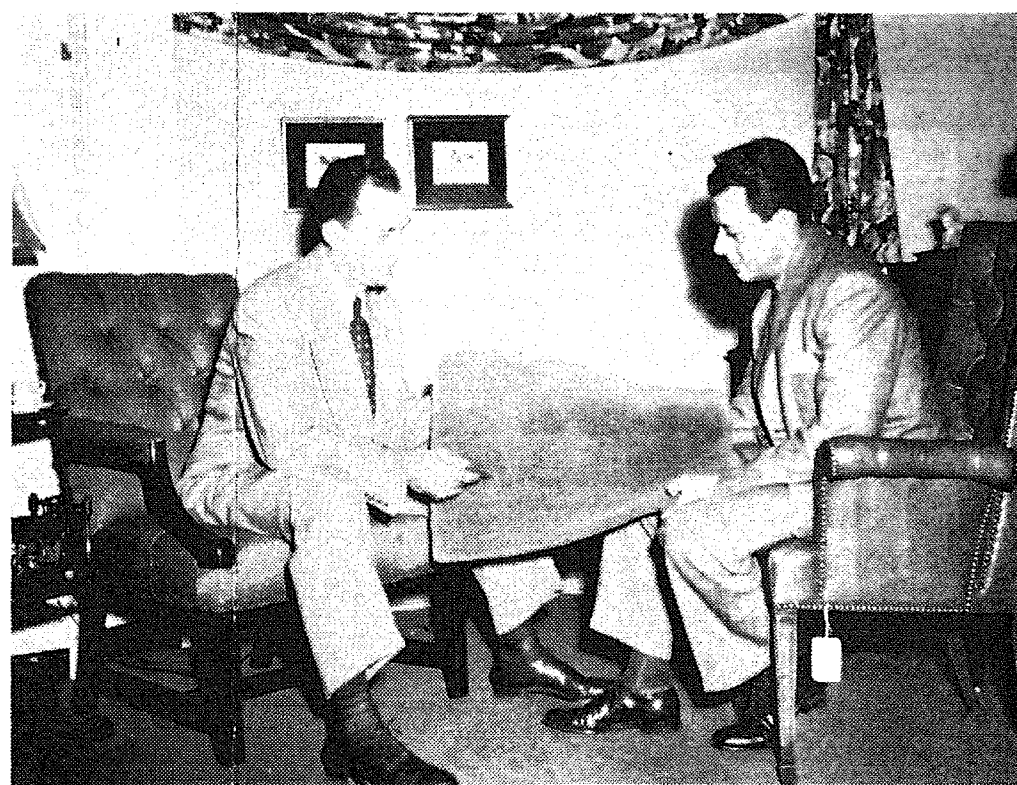
The eventful life of a gracious, efficient young nurse, told in "This Is Nora Drake," heard on KMBC Monday through Friday afternoons at 4:30, entered its second year of broadcasting April 12 with Joan Tompkins starring in the title role.

Miss Tompkins gained recognition in the theatre in such Broadway hits as "My Sister Eileen" and "Pride and Prejudice." She is a busy worker in experimental theatre groups. Featured as Charles Dobbs is Grant Richards, who has been active in motion pictures, the Broadway stage, radio and television. During his three years in the Army, he played a leading role in "Winged Victory," the Air Forces revue.

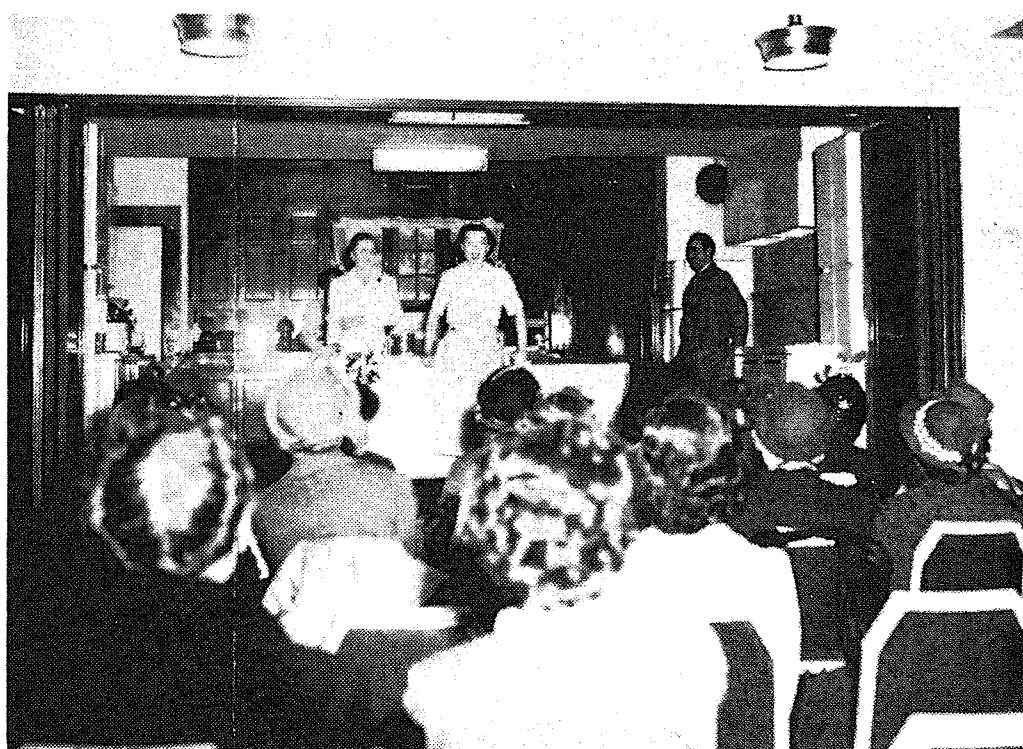
Joan Lorrington, who plays Suzanne Turrie, first won recognition as an actress during her childhood in the American colony in Hong Kong. Her performance in the motion picture, "The Corn Is Green" earned her an Academy Award nomination. She is currently on Broadway in "Come Back, Little Sheba."

Stefan Schnabel, son of the concert pianist Artur Schnabel, plays Durocha, pianist and music teacher. Bob Readick, who plays Tom Marley, has chalked up some 7,000 broadcasts at the age of 23.

The series, produced by Charles Irving, is presented by Toni Home Permanent.



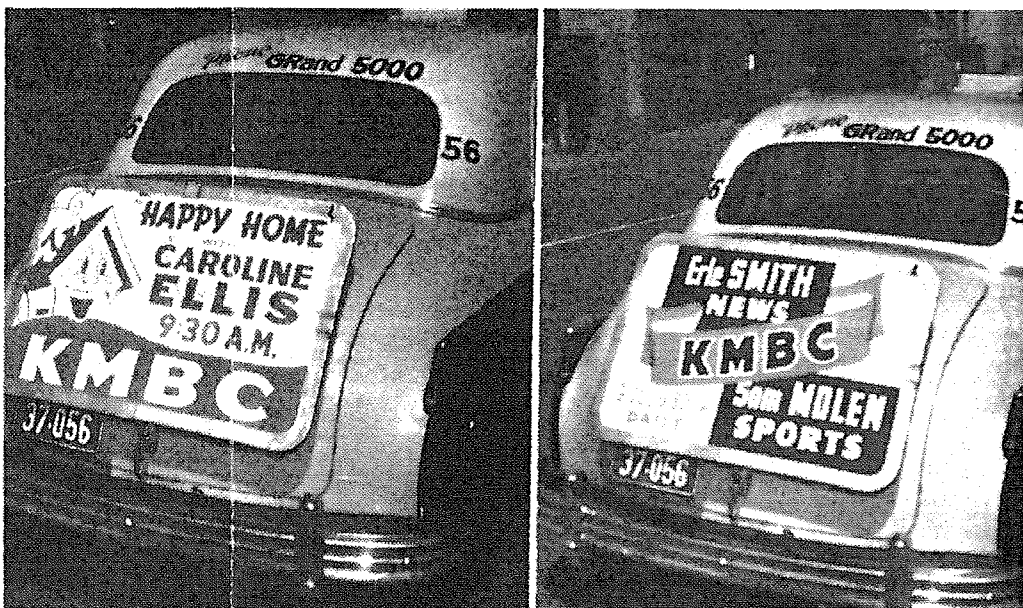
When KMBC newsman John Farmer visited Duff and Repp's recently, he had a chance to inspect some of the long-established Kansas City store's quality merchandise. Here Farmer is getting a few pointers on carpets from Lewis J. Vander Kolk, manager of the decorating department. Duff and Repp presents Farmer's noon newscast on the KMBC-KFRM Team on Mondays, Wednesdays, and Fridays.



Nancy Goode's "Happy Kitchen," heard Monday through Saturday at 9:15 a.m. on the KMBC-KFRM Team, brings the latest in menus and cooking ideas direct to an audience in the Kansas City Power and Light Company's model electric demonstration kitchen. One half hour of the demonstration is recorded for broadcast Saturday mornings from 9:15 to 9:45 a.m. The popular woman's program is sponsored by Fleischmann's Yeast and the Power and Light Company in behalf of electric appliances.



Jack Benny, star of the Lucky Strike program on KMBC Sundays at 6 p.m., entertains Edgar Bergen and Red Skelton with a bit of friendly funmaking after they guested on his broadcast in Hollywood. Bergen's show for Coca-Cola is heard Sunday nights at 7 on KMBC, and Red Skelton's program for Tide follows at 7:30. Benny will visit Kansas City May 17 with Phil Harris, "Rochester," and other members of his famous radio show.



Two of the bright-colored cab covers featuring KMBC features to the attention of Kansas Citians. The covers shown here are examples of the seven different ones advertising KMBC programs. Caroline Ellis' "Happy Home," long-time favorite woman's program, is heard Monday through Friday mornings at 9:30, sponsored by the Celanese Corporation of America and the Drackett Company. Erle Smith's 6:00 p.m. news, long a "must" with thousands of Kansas City listeners, is presented by the Metropolitan Life Insurance Company and the Studebaker Corporation. The 9:30 p.m. newscast is sponsored by the Phillips Petroleum Company. Sam Molen's 6:10 and 9:40 sportscasts are presented by the Standard Oil Company (Indiana) and the Theo. Hamm Brewing Company, respectively.

"Rex Allen Show" Heard on KMBC Fridays for Phillips Petroleum

A new singing cowboy star from out of the west made his debut on KMBC March 17. He's Rex Allen, movie, radio, and records artist, and the show is the "Rex Allen Show," heard every Friday from 9 to 9:30 p. m.

The program is designed for

half-hour musical jamboree are the Sons of the Pioneers, choral and instrumental group who have been in over 100 popular Western films. They are composers of "A Room Full of Roses" and their record sales to date have passed the 20 million mark!



Rex Allen, star of the new Phillips Petroleum Company program—the "Rex Allen Show" on KMBC Fridays at 9 p.m.—casts an approving eye at KMBC stars Millie and Sue during "Dinnerbell Roundup." Rex was a guest on the show recently, and also exchanged a few quips with David Andrews on "Square Dance Time," heard Friday nights at 8:30 for Stag beer. That's Charlie Pryor and Herbie Kratoska on the left, and Joe Manning, center. David Andrews peers from back of Ruel Joyce's bass on the right.

entertainment for every member of the family. Every week some lucky person wins a Golden Deed of an acre of land in California for a good deed. And, on each broadcast Rex interviews a hometown newspaper celebrity by telephone and presents him with a special prize. An extra musical highlight is the presentation of the hit western tune of the week. To top this galaxy of surprises, each broadcast presents a guest star!

Featured performers on the

Emerson Drug Sponsors HollywoodStarPlayhouse

"Hollywood Star Playhouse", a new half-hour dramatic show presenting the screen's top actors and actresses in original stories by Hollywood's leading writers, had its premiere broadcast over KMBC Monday, April 24, from 7:00 to 7:30 p.m. James Stewart was the first guest star.

The upcoming guest lineup includes Academy Award winner Broderick Crawford on May 1 and Joseph Cotten on May 8.

The show's flexible format includes virtually every type of dramatic offering, ranging from comedy to melodrama, mystery and tragedy.

Sponsor is the Emerson Drug Company, for Bromo-Seltzer. "Hollywood Star Playhouse" replaces "Inner Sanctum", which concluded its present series on April 17.

'Our Gal Sunday' Enters Fourteenth Year on Air

"Our Gal Sunday," the serialized story of a young girl's happy transfer from homespun life in a small Western mining town to the socially demanding position of wife of a wealthy English lord, entered its fourteenth year of broadcasting on March 27. The program is heard on KMBC Monday through Friday from 11:45 until noon.

Vivian Smolen, a native New Yorker who has been active in radio dramatics since she was in grammar school, plays the title role. Karl Swenson, heard as Lord Henry Brinthrope, has played a multitude of radio characterizations.

The show is sponsored in behalf of Anacin.

Thurston Sponsors "Your Farm and Ours"

"Your Farm and Ours," the well-known weekday farm program heard over The KMBC-KFRM Team at 6:20 a.m. with Ken Parsons, is being sponsored by the Thurston Chemical Company in behalf of their commercial fertilizer. The five-minute feature is presented, as are all Team farmcasts, direct from the KMBC-KFRM Service Farms.

A discussion of general problems of farming and agriculture that farmers meet every day, "Your Farm and Ours" is popular among listeners for featuring answers from a man who knows. From early dawn to dusk Ken Parsons devotes his energy and enthusiasm to farming. He is a graduate of Kansas State College, where he was an honor student in agriculture.

A man who believes that not just farming, but better farming is every farmer's goal—that's Ken Parsons. And, to carry out his belief, Ken has developed a technique for combining agricultural research with successful farming.

Haymes and Stafford on "Carnation Hour"

Dick Haymes and Jo Stafford, two of the nation's most popular singers, have been singled to appear permanently on the "Carnation Contented Hour" program, heard each Sunday on KMBC from 9:00 to 9:30 p.m. Haymes will be the program's star and master of ceremonies while Miss Stafford becomes the show's featured feminine singer.

This program is sponsored by the Carnation Milk Company.

Emery-Bird-Thayer's Renews Bill Griffith

Emery-Bird-Thayer's, sponsors of Bill Griffith's 8:25 a.m. newscast over KMBC, has renewed its contract—convincing proof that KMBC newscasts bring results.

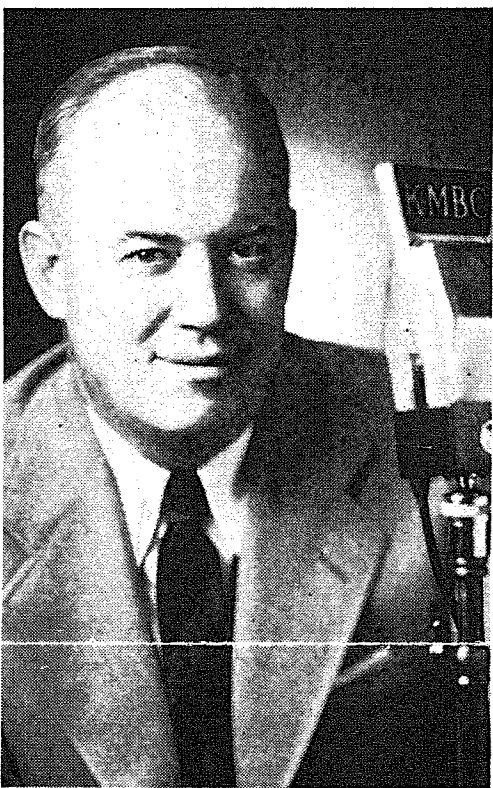
Newscaster Bill Griffith, a native Kansas Citian, is one of the most skilled radio journalists in the area. A graduate of the University of Kansas, he entered journalism over eighteen years ago.

His 8:25 a.m. newscast for Emery-Bird-Thayer is heard Monday through Saturday over KMBC.

Evans Orchard Supply Sponsors Phil Evans

The Evans Orchard Supply Company, in the interests of their agricultural chemicals and sprayers is presenting Phil Evans' "Grain and Produce Markets," long-time farmers' favorite heard Monday through Friday on The KMBC-KFRM Team at 12:50 p. m.

Nationally famous as a farm authority, Evans recently was



PHIL EVANS . . .

awarded a citation for his twenty years of service as an agricultural broadcaster. He originates his "Grain and Produce Markets" direct from the KMBC-KFRM Service Farms, of which he is director. Phil knows The Team territory—he's a farmer's farmer as well as a very effective salesman.

The Team maintains a direct wire to the Board of Trade grain pits. All market reports 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.

JACK BENNY INCLUDES K. C. ON CURRENT TOUR

Jack Benny, who was recently acclaimed "the greatest radio personality during the last 25 years" in a questionnaire poll of 330 of the nation's leading radio editors, has signed contracts for an extensive personal appearance tour, during which he will visit Kansas City May 17. He will play 22 one-night stands in 22 days. A portion of the proceeds of every performance will be donated to a local charity in each city.

Phil Harris and Eddie "Rochester" Anderson will be starred with Benny in a 2-hour show, which will include Vivian Blaine, prominent feminine motion picture personality, as well as a number of big name vaudeville acts and Phil Harris' orchestra.

Heard Sunday nights from 6:00 to 6:30 on KMBC in the "Jack Benny Show," under the sponsorship of the American Tobacco Company for Lucky Strike cigarettes, Benny first entered radio 18 years ago.



Hiram Higby discusses the merits of Rodeo ham at a recent sales meeting of the Maurer-Neuer Corporation, sponsors of the Brush Creek Follies on KMBC Saturdays at 9:45 p.m. and on KFRM Sundays at 2:30 p.m. Interested in the discussion are, left to right: C. Wendel Muench, of the Muench Advertising Agency, Chicago; Carl Neuer; A. B. Maurer; Higsby; Charles Todd; and John C. Milton, manager of the sales service department of the American Meat Institute, Chicago.



KMBC-KFRM Newscaster Bill Griffith's 9:45 a.m. news on Tuesday, Thursday and Saturday is currently sponsored by the Doyle Packing company, in behalf of Strongheart Dog Food. Pictured here is Bill, comparing the regular product with the "giant economy size." After his grocery store tour Bill Griffith reported that there's enough quality and value in the regular size can of Strongheart to satisfy the fussiest of canines.



Members of the East Central Oklahoma Teachers college basketball team flank comedian Bob Hope and Coach Floyd McBride, who are holding the second place trophy won by the team in the NAIB tournament. KMBC-KFRM Sports Director, standing at Hope's left, served as Honorary Coach of the East Central team during the National Tourney. Molen was host at a luncheon for the team and made arrangements for them to meet the celebrated movie star during his Kansas City personal appearance.

"GOLDBERGS" FAVORITE SATURDAY NIGHT SHOW

"The Goldbergs," long established favorite of radio, stage and television, will be made into a book and a motion picture this summer. The show, heard on KMBC Saturdays from 7:30 to 8:00 p.m., features Gertrude Berg, author and star throughout the series' long life, as Molly. Philip Loeb plays opposite her as Jake.

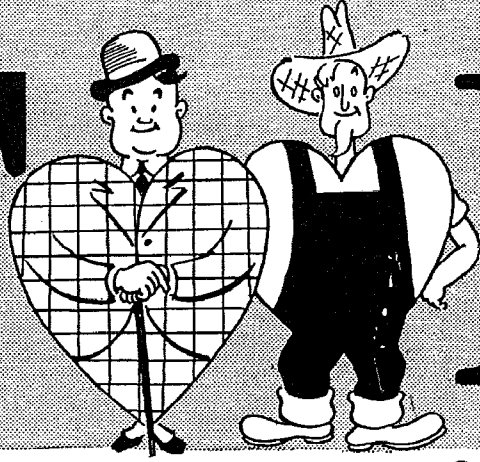
The "Goldbergs" book is scheduled for publication late this year, and the movie will be made this summer while the radio and television programs are on vacation. All the regular members of the cast are expected to go to Hollywood for the picture.

Sponsor of the Saturday night show is General Foods for Sanka coffee.



"Bugs Bunny," an Easter-time visitor on the Country Club Plaza, munches his carrot and oversees Tim West, "Big Brother" of KMBC's 5:15 p.m. show of the same name, obtaining a few comments from a young lady. Tim West originated a "Big Brother Club" broadcast from the Plaza during the Easter season.

HEART BEATS



from the Heart of America

VOL. 8 NO. 3

KANSAS CITY'S RADIO MERCHANDISER

JUNE, 1950

KFRM's Baseball Broadcasts Well Received in Trade Area

Since the start of the major league baseball season on April 18, KFRM listeners have been hearing play-by-play descriptions of big league games each afternoon. Gordon McLendon, "The Old Scotchman," and one of the nation's finest baseball announcers, is handling the play-by-play descriptions, assisted by Wes Wise and Al Turner.

Arrangements were completed in March with the Liberty Broadcasting System for airing the games, and the broadcasts started with exhibition games from the Florida training camps of the American and National League teams.

In announcing arrangements for these KFRM baseball broadcasts, Arthur B. Church, president and founder of KMBC and KFRM stated: "I am proud to have KFRM associated with Liberty this season in the presentation of these broadcasts. We hope the response from KFRM's great farm audience will justify our belief that they want us to present major league baseball."

Best expression of the reception of these broadcasts came several weeks after the schedule began, when listener response was received from 100 counties in the KFRM primary coverage area.

McLendon presents these broadcasts direct from the major league parks throughout the country, and together with the local color and his skillful commentary, the games have been extremely popular with KFRM audiences.

Hundreds of letters have been received in the last several weeks expressing pleasure of the fans living in the KFRM area. Typical of the letters was one received not long ago from a western Kansas town: "We certainly do enjoy the KFRM baseball broadcast. I run a local filling station and garage, and we've got a lot of people who come around every day to listen to the games. We also like Sam Molen's report of scores right after the game, too. Thanks a lot."

That fan letter pretty well sums up the popularity of KFRM's presentation of major league highlight games.

Team games of top interest are chosen for airing, a good example being the schedule of June 14-17 when four outstanding games were broadcast: on the 14, the New York Yankees vs. Chicago White Sox from Comiskey Park, Chicago; 15, Boston Red Sox vs. Cleveland Indians at Municipal Stadium, Cleveland; 16, Philadelphia Phils vs. Cincinnati Reds at Shibe Park, Philadelphia; 17, Brooklyn Dodgers vs. St. Louis Cardinals at Ebbets Field.

Broadcasts of all weekday games start at 1:35 p. m., Saturdays at 1:30, with the Sunday games being heard at 3:05 p. m.

Rhymaline Time Now Heard 7:30-8:15 A.M.

The popular Kansas City area show, "Rhymaline Time", is now heard on The KMBC-KFRM Team from 7:30 to 8:25 a. m., Monday through Saturday. Late food market news for housewives is now heard on "The Happy Kitchen" six days a week at 9:15 a. m., permitting "Rhymaline Time" to continue its gay and musical way to 8:15.

Sparked with impromptu comedy, the show has long been one of KMBC's top mail-pullers. It has a kind of radio showmanship all its own—and listeners love it!

Rhymaline's success formula is simple: it lets listeners in on the fun. They are invited to send in song requests written in the form of rhymes, and writers of the best verse are awarded a cash prize and a diploma. In addition, there rhymes are read over the air. Local editors regularly publicize the program by printing the names of the winners.

Besides emcee-comedian David Andrews, the show features the Tune Chasers, vocal-instrumental quartet, and Harry Jenks, organist.

By virtue of its spontaneous humor and rhythmic melodies, "Rhymaline Time" attracts large audiences throughout the Midwest. And repeated renewal of sponsorship is this fun-fest's most convincing proof that it performs an effective selling job. Katz Drug Company, for example, has been continuously a sponsor since 1945!

Cook Chemical Company Sponsors Follies Segment

Cook Chemical Company, for Cook-Kill bug killer, is participating in The KMBC-KFRM Team's famous "Brush Creek Follies," for years a Saturday night favorite with Kansas City area audiences.

Cook-Kill's effectiveness is dramatically demonstrated for the Follies audience at Memorial Hall by the appearance of a gigantic 'bug' (courtesy of Sue of the popular singing team of Millie and Sue) which is vanquished by an equally huge bottle of Cook-Kill.

The 9 to 9:15 p. m. segment on KMBC and the 2 to 2:15 p. m. KFRM Sunday quarter-hour are heard for the chemical product. See picture page 4.

Franklin Serum Firm Sponsors Bob Riley

Another new sponsor of Bob Riley's marketcasts attests the popularity—and potency—of The KMBC-KFRM Team's "Live-stock Market" features.



BOB RILEY

Franklin Serum Company is sponsoring Riley's 12:30 p. m. marketcast on The Team, on Monday, Wednesday, and Friday.

The marketcasts are of vital importance to mid-western farmers and cattlemen in the everyday running of their business affairs. Well aware of this fact, Bob Riley makes frequent, timely reports of the actual market conditions on the Kansas City exchange to the vast Primary Trade area of five states served by KMBC-KFRM.

His review of the market is presented over the air direct from the Kansas City Livestock Exchange building.

Geo. A. Hormel Company A Happy Kitchen Participant

The Geo. A. Hormel Company is participating in The KMBC-KFRM Team's "Happy Kitchen," the popular and stimulating fifteen-minute homemakers program with Nancy Goode. Heard six days a week from 9:15 to 9:30 a. m., the "Happy Kitchen," as Kansas City's oldest homemaking program, has long had a devoted audience.

The Hormel Company's full sponsorship is in behalf of their Dinty Moore beef stew. The firm's participation in the informative morning series is six days a week, Monday through Saturday.

Standard Brands, for Fleischmann's yeast, has a major participation in the program, and the Kansas City Power and Light Company has a limited sponsorship of the program. See picture page 4.

KMBC-KFRM Gives Coverage to Kansas City Centennial Events

June has been a month of celebration in honor of Kansas City's 100th birthday, and The KMBC-KFRM Team has taken an active part in Centennial affairs. From the June first Hallmark broadcast to describing the multitude of events and interviewing leading personalities involved in the festivities, KMBC has been in the swing of the Centennial spirit.

Origination of the Hallmark full-hour broadcast on June 1 to the Columbia network brought the Kansas City story to the attention of the country from coast to coast. A fast-moving dramatization of the high-points of Kansas City's colorful history, the show was given added lustre by the fine performances of Jane Wyman, Robert Young, and narrator James Hilton.

Opening night of "The Thrills of a Century" in the new Starlight Theatre in Swope Park found KMBC Special Events Director Jim Burke on hand to describe the colorful first night and to interview some of the prominent guests. Among those greeting

the radio audience were Postmaster General Jesse Donaldson, Centennial Association President Herbert Wilson, and movie star Gloria Swanson.

Burke, who served as narrator for all of the performances of "Thrills of a Century," brought to KMBC audiences some of the interesting problems presented in staging the mammoth spectacle in a discussion with Paul Haagen, technical director of the show. Both the Kansas City Report, heard each Wednesday night at 10:30, and "Where's A Good Show," heard Monday through Friday at 5:25 on KMBC, kept Kansas City area listeners informed as to latest Centennial events.

Among other Centennial features covered were the Industrial Exposition in the Exhibition Hall of the Municipal Auditorium and interviews with "Holiday On Ice" stars. In addition to Burke's programs, Nancy Goode kept her host of listeners on "Happy Kitchen" abreast of Centennial events during the busy month of June.

Summer Revisions For KMBC-KFRM

In radio, the arrival of summer is always accompanied by countless shifts in the scheduling of programs. KFRM's summer programs, which have remained fairly uniform except for the addition of big-league baseball every summer afternoon, are presented under an expanded daily broadcasting schedule. However, KMBC's summer lineup lists several program shifts, revised to meet Columbia network changes.

Sundays at 6 p. m., for example, Guy Lombardo is subbing for Jack Benny and troupe, who are currently playing the Palladium in London. Bing Crosby, heard in the 8:30—9 p. m. spot on Wednesdays, has gone off to Scotland for golf and other summer diversions while Ralph Flanagan's popular band and Robert Q. Lewis hold the spot.

"Hit the Jackpot" has replaced "Amos 'n Andy" at 6:30 p. m. Sundays for the warm months, and the Percy Faith orchestra is keeping Edgar Bergen's Charlie McCarthy's friends happy in the 7 p. m. spot on Sundays.

"Our Miss Brooks" is off the air until September, and "The Steve Allen Show" is keeping the laugh quotient high from 8 to 8:30 p. m. on Fridays. The Tuesday favorites—"Mr. and Mrs. North" at 7:30 p. m. and "Life with Luigi" at 8 have been replaced by "Satan's Waitin" and "Romance," respectively.

The 9 p. m. Thursday half-hour finds "Yours Truly, Johnny Dollar," riding high during the summer hiatus of the Hallmark Playhouse. Still other important summer changes are mentioned elsewhere in this issue of Heartbeats.

New Evans Show For Livestock Interests

Phil Evans, in behalf of the Kansas City Livestock Market, is presenting a new program, "This Livestock Business," Saturdays at 12:30 p. m. The sponsor is Kansas City Livestock Interests.

Nationally famous as a farm authority, Evans recently was awarded a citation for his twenty years of service as an agricultural broadcaster. He originates "This Livestock Business" direct from the KMBC-KFRM Service Farms, of which he is director.

On Saturdays at 12:30 Evans reviews the week's events in the livestock field, discusses general trends and prices as they affect stock

raisers and sellers in the KMBC-KFRM trade area, and even "sticks his neck out" to venture a prognostication on immediate future possibilities and prices in the market.

At the Service Farms, where he originates three daily programs, Evans supervises experiments and new techniques that may be of benefit to farmers and farm equipment manufacturers. This in addition to giving Team farmcasts and market reports that have the added authority of practical experience.



PHIL EVANS

KMBC KFRM HEARTBEATS

from the Heart of America

VOL. 8, No. 3

KANSAS CITY'S RADIO MERCHANDISER

JUNE, 1950

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 of Kansas City 980 on your Radio Dial
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GENERAL OFFICES

PICKWICK HOTEL, KANSAS CITY 6, MISSOURI

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Published by the KMBC-KFRM Promotion Department

John S. McDermott, Promotion Director

Dave Burch, Editor

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406 W. 7th Street
Fort Worth 36-3349

Myths and Summer Advertising

It's a myth that summer advertising is less efficient. People continue to read and listen; vacations are staggered. Advertisers get a larger audience per dollar in summer than they average for the year. So, why cut down? So asks Richard Edsall, vice-president of research for the Chirug Company of New York and Boston, writing in the May 20 issue of Sales Management magazine.

Edsall states that telephone calls and audimeters fall down worse in summer than at other times because it is exactly then that there is a tremendous increase in use of radios they don't cover: in summer homes and camps; in hotel rooms and motels; in automobiles; in portable radios.

A study by the Psychological Corporation shows that from July 1 to Labor Day, only 6.8% of the nation is on vacation at any one time, and only 4.4% goes away.

Conventional reports show listening off in the summer. But it is probably just about as high as in winter, when all the extra radios used so much more in summer are counted in.

Radio advertising falls off in the summer. But, says Edsall's study, those who stay on the air are getting more than ever for their money.

Faith Features Fine Sunday Night Music

"The Pause That Refreshes on the Air" has returned to KMBC as the summer replacement for "The Edgar Bergen-Charlie McCarthy Show." Percy Faith, distinguished musical conductor and recently appointed musical director of Popular Records for Columbia Records, Inc., leads a 45-piece orchestra.

Faith has become enormously popular with radio and recording audiences through his distinctive musical style, featuring rich arrangements and unusual treatments of popular music.

Highlight of this summer series will be the weekly appearances of singing guest stars from the United States and countries all over the world. First guest and typical of those following was Dorothy Kirsten, Metropolitan Opera, radio and concert soprano.

The Pause That Refreshes on the Air—that medolious half-hour of scintillating music and sparkling song, is heard over KMBC at 7:00 p.m. every Sunday, in behalf of Coca-Cola.

RADIO'S "BRAIN GAME" HAS RETURNED TO KMBC

"Hit the Jackpot" has returned to KMBC as the ten-week summer replacement for "Amos 'n' Andy," under the sponsorship of Lever Brothers Company. Again Bill Cullen is serving as quizmaster on the series that gives both studio participants and at-home listeners a chance at the jackpot prize of thousands of dollars' worth of fabulous merchandise.

Here's the format: on every

broadcast two studio contestants are chosen—one a climber, the other a challenger. They vie with each other for four right answers and the one who wins gets a chance to solve the "secret sentence" for the fabulous jackpot of prizes. And every time a studio contestant guesses the "secret sentence" some lucky at-home listener also gets called for the answer.

It doesn't matter where you are—any place you listen you can Hit The Jackpot since radio's fascinating brain-game has returned to the air!

Billboard, Variety Magazines Honor KMBC

The KMBC-KFRM family was the proud recipient of two awards from the prominent trade magazines Billboard and Variety during the past few months.

From Billboard came the third place award among all American broadcasters, which praised The Team's audience-sales promotion activities during the past year. The award classification in which KMBC won was that of Regional Channel Network Affiliate.

A handsome plaque has been received by the station attesting KMBC's high ranking in Billboard's twelfth annual competition.

A special citation in Variety's annual Showmanagement Awards for 1949-50 was KMBC's second honor this year. The station was one of eighteen Columbia affiliates receiving the magazine's Highlight Awards, and KMBC was specifically cited for an "effective audience-sales promotion job during the past year, providing radio service to the whole Kansas City area."

PRESENTING



JIM McCONNELL . . .

To Jim McConnell, as Director of the KMBC-KFRM Artists' Bureau, falls the task of scheduling the performances, arranging dates, and assigning talent in answer to the many requests from the Kansas City Trade Area. Add to this that he manages the famous Brush Creek Follies. In fact, the pressure of weekly Follies performances plus an increasing number of calls for personal appearances by Team stars has caused Jim to name J. Howard Smith—"Smitty," remembered as featured singer and bass player with the "Rhythm Riders"—as assistant director of the Artists' Bureau.

In 1940 the well-known theatrical weekly, Variety, under an article entitled "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 1950.

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, and his hair just naturally stands on end. Yes, McConnell, after twenty-six years of show business, not only should, but does know his hillbillies.

Those years have brought him many close associations with some of today's top acts of radio, stage and screen. His scrapbook, which includes pix, articles, and clippings on show people with whom he has worked in days gone by, reads like a radio and stage "Who's Who." Such personalities are found there as the late Fats

Waller, the Mills Brothers, Ramona, Asher Sizemore and Little Jimmy, Salt and Pepper, 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 quite young, it was more or less like "changing horses in midstream" 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. During his radio career he produced and managed such outstanding shows as KDKA's Corn Field Follies, KDKA's Strollers Matinee, WLW's Rhythm Club and Doodle Socker Club.

With a background as full and varied as his, it is easily understood 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 judgment of Arthur B. Church, president of The KMBC-KFRM Team, is particularly shown in his selection of Jim McConnell as head of his artist bureau and as manager of his weekly variety show. For, under Jim's careful guidance, 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 the Artists' Bureau, Jim books acts and talent for all kinds of engagements in Kansas and Missouri. During the war years, he performed an outstanding job of providing entertainment for nearby camps and naval bases.

Jim has seen the Follies grow year by year in entertainment value and in its capacity for attracting new talent and retaining its loyal audience. And in his private life, Jim has also seen new faces appear—for he is now a grandfather! So, without further ado, meet Jim McConnell!



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

THE KMBC-KFRM TEAM

Thurston Chemical Company—for their commercial fertilizer, renews Ken Parsons' Your Farm and Ours' Monday through Saturday at 6:20 a.m.

Duff and Repp—for their house furnishings, renews John Farmer and the noon news, Monday, Wednesday, and Friday.

Western Mercantile Company—for retail hardware, farm implements and parts, presents Bob Riley's 6:25 a.m. marketcast Monday through Friday.

Kansas City Livestock Interests—in behalf of the Kansas City Livestock Market, presents Phil Evans' "This Livestock Business", Saturday at 12:30 p.m.

Cargill, Incorporated—for Nutrena Feeds, presents Area Weather News with Henry Wheat, Monday through Saturday at 7:25 a. m.

National Biscuit Company—for Honey Graham crackers presents John Farmer's 12:55 p.m., news, Monday through Saturday.

Geo. A. Hormel Company—for Dinty Moore beef stew, participates in Nancy Goode's "Happy Kitchen" Monday through Saturday at 9:15 a.m.

Franklin Serum Company—presents Livestock Market with Bob Riley, Monday—Wednesday—Friday, at 12:30 p.m.

KFRM

Cook Chemical Company—for Cook-Kill bug killer, presents the Brush Creek Follies Sundays from 2 to 2:15 p.m.

KMBC

American Dairies—for Aines milk, Arctic ice cream, and ABC butter, renews six Sunday newscasts with John Farmer, at 7:15, 9:45 a.m., noon, 3:00, 5:45, and 9:30 p.m.

Cook Chemical Company—for Cook-Kill bug killer, presents the Brush Creek Follies Saturdays from 9 to 9:15 p.m.

Swift and Company—for Swift cheese, spot announcement schedule.

Purity Bakeries Corporation—for Grennan cakes, spot announcement schedule.

Colgate-Palmolive-Peet Company—for Super Suds, renews spot announcement schedule.



Ralph Flanagan (left) and his orchestra star billing on the new program "The ABC's of Music," heard on KMBC every Wednesday at 8:30 p.m. The program presents three of the nation's disc jockeys reporting on the latest and best of popular music. Vocalists are two guest stars who have won commendation from the disc jockeys. Sponsors are Liggett and Myers for Chesterfield cigarettes.

INSIDE COLUMN ON THIS MONTH'S *Heartbeats*



BARBARA WHITING . . .

Teen-age Barbara Whiting has little more to do than be herself in the stellar role of Judy Graves in "Junior Miss," based on the character created by Sally Benson and perpetuated in short story and on stage, screen and radio. The engaging comedy is heard Saturdays on KMBC at 10:30 a.m., and is sponsored by Lever Brothers Company.



ILENE WOODS . . .

Featured singer on the "Steve Allen Show," summer replacement for "Our Miss Brooks," heard on KMBC Fridays at 8 p.m. Former vocalist for Paul Whiteman's band and the "Jack Carson Show," lovely Ilene is the voice of Cinderella in the current Walt Disney film of the same name. Sponsor is Colgate-Palmolive-Peet Company for Colgate dental cream.



"PEG MARTINSON" . . .

The lovely Lesley Woods plays vicious Peg Martinson on "This Is Nora Drake," heard on KMBC Monday through Friday at 4:30 p.m. Miss Woods has recently resumed the role which has won her so many listeners—despite the conniving character she portrays. Although she has had stage experience, she prefers the tempo of radio work—particularly when she is playing an exacting role like that of Peg Martinson.

Special Summer Series Presented by Wrigley

The William Wrigley, Jr., Company, sponsors of the "Gene Autrey Show" and "Life with Luigi," will present 36 half-hour summer broadcasts on KMBC from June 14 to August 8. Six Columbia network shows are included in the Wrigley sponsorship.

The programs involved are "Broadway's My Beat," "The Adventures of Philip Marlow," "Yours Truly, Johnny Dollar," "Pursuit," "Romance" and "Cloud Nine." The first three shows originate in Hollywood. Both "Pursuit" and "Romance" are returning to the air after short absences. "Cloud Nine," a popular feature on CBS' Chicago station, will make its bow over KMBC.

"Broadway" will be heard Mondays at 7:30 p.m.; "Adventures," on Wednesdays at 9 p.m.; "Yours Truly," Thursdays at 9 p.m.; and the new "Cloud Nine," on Fridays at 7 p.m.

In addition to its summer sponsorship of 36 performances of these six shows, the regular Wrigley periods while continuing through the summer will have substitutes: on Tuesdays at 8 p.m. "Romance" will be heard in place of "Life with Luigi." On Saturdays at 7 p.m. "Pursuit" will be heard in place of Gene Autrey. The shows will be in behalf of Spearmint gum.

Thurston Renews "Your Farm and Ours"

The well-known weekly farm program, "Your Farm and Ours," heard Monday through Saturday over The KMBC-KFRM Team at 6:20 a.m., with Ken Parsons, has been renewed by the Thurston Chemical Company in behalf of their commercial fertilizer.

The five-minute feature is presented, as are all Team farmcasts, direct from the KMBC-KFRM Service Farms.

A discussion of general problems of farming and agriculture that farmers meet every day, "Your Farm and Ours" is popular among listeners for featuring answers from a man who knows. From early dawn to dusk Ken Parsons devotes his enthusiasm and energy to farming. He is a graduate of Kansas State College, where he was an honor student.

A man who believes that better farming is every farmer's goal, Ken has carried out his belief by developing a technique for combining agricultural research with successful farming.

UNUSUAL MYSTERY SHOW REPLACES 'NORTH' FAMILY

"Satan's Waitin'," unusual psychological mystery drama series, is the summer replacement for "Mr. and Mrs. North," heard over KMBC Tuesdays from 7:30 to 8 p.m. The ominous voice of an otherwise unidentified Prince of Darkness motivates the action of each play. A changing cast of Hollywood radio players is featured each week.

Satan reveals himself at the opening of each play as "always waitin's for this one and that one—and even you!" and sets the scene for the week's mystery.

Joel Malone, who has gained an enviable reputation as a writer of psychological dramas for radio and films, is the script editor. His radio credits include "The Whistler" and "Suspense."

The sponsor of "Mr. and Mrs. North" and "Satan's Waitin'" is the Colgate-Palmolive-Peet Co.

New Method Devised For Track Coverage

Complete coverage of an entire track meet, known to be particularly difficult to describe from a broadcaster's standpoint, has been accomplished successfully three times this year by The KMBC-KFRM Team. The problem was handled by Sports Director Sam Molen at the Big Seven Outdoor meet at Lincoln May 20.



SAM MOLEN

Confronted by the element of time, Molen decided to use a tape-recorder to describe events as they happened throughout the afternoon. He then went on the air live from the University of Nebraska Memorial Stadium at 5:15 p.m., and broadcast until 6 p.m.

By supplementing his direct broadcast with recorded portions of the earlier events, Molen was able to condense into his 45-minute feature complete coverage of the afternoon's activity. According to John Bentley, Sports publicity director of the University of Nebraska, this method of track meet coverage was the best yet devised.

Molen used this same technique in covering the Big Seven Indoor meet in Kansas City and at the Kansas Relays at Lawrence earlier this spring.

"Brush Creek Follies" Draw Summer Crowds

The KMBC KFRM Team's "Brush Creek Follies," the Kansas City area's most popular Saturday night barn-dance stage-radio feature, continues to draw the crowds and rate high in the favor of sponsoring firms. The latest addition to the "Follies" list of sponsors is the Cook Chemical Company, makers of Cook-Kill bug killer. The company has the 9—9:15 p.m. quarter hour on

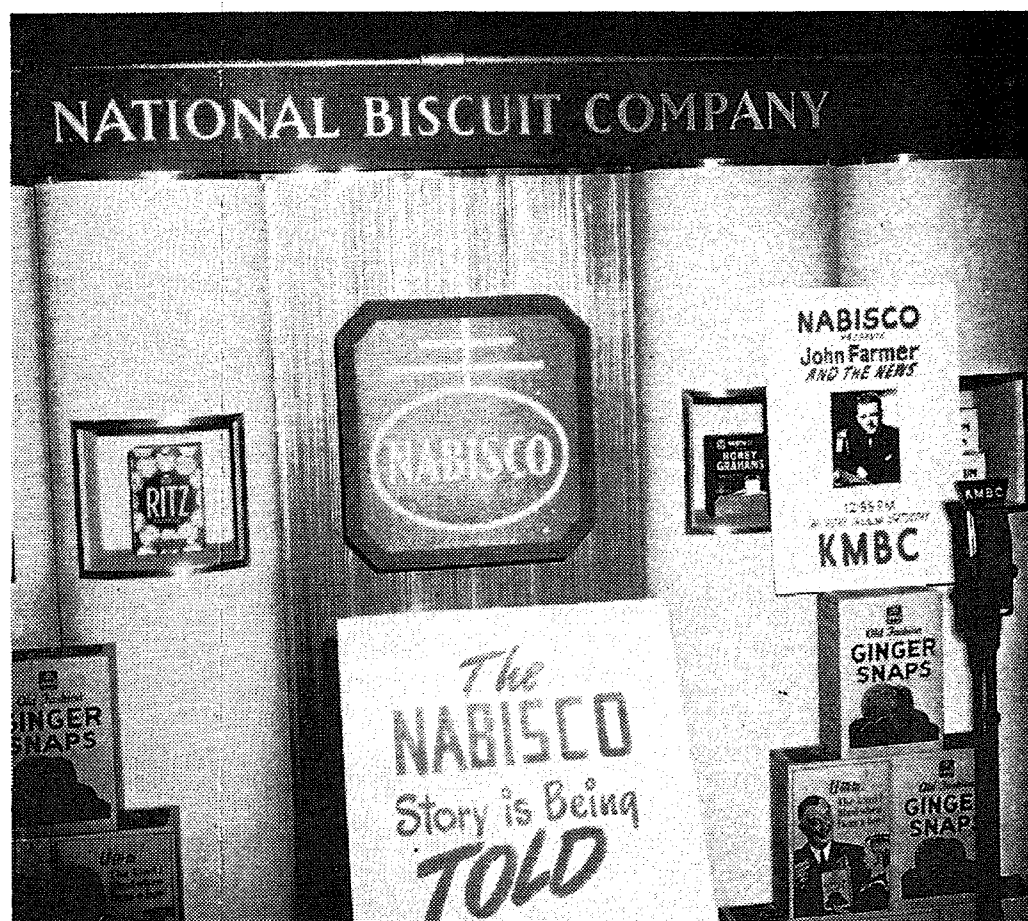


Tex Owens, long a Kansas City favorite, is one of the many acts entertaining Brush Creek Follies fans this season at Memorial Hall. Among other features that have been especially popular are square dancing after the Follies, a special half hour of Hawaiian music by native artists, and appearances of the Carter and Hayden families.

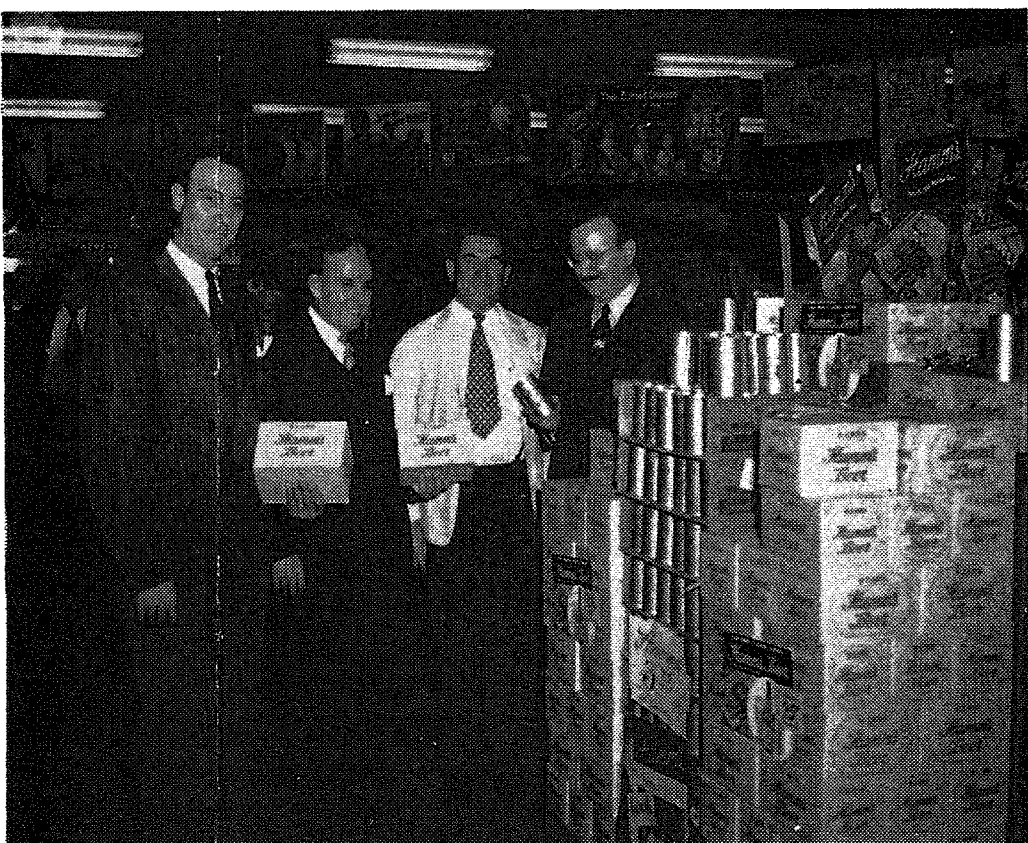
KMBC, and the 2—2:15 p.m., Sunday portion on KFRM.

Summer promotion of the "Follies" is in full swing, and the crowds always have a fine show to see and hear in the air-conditioned Memorial Hall.

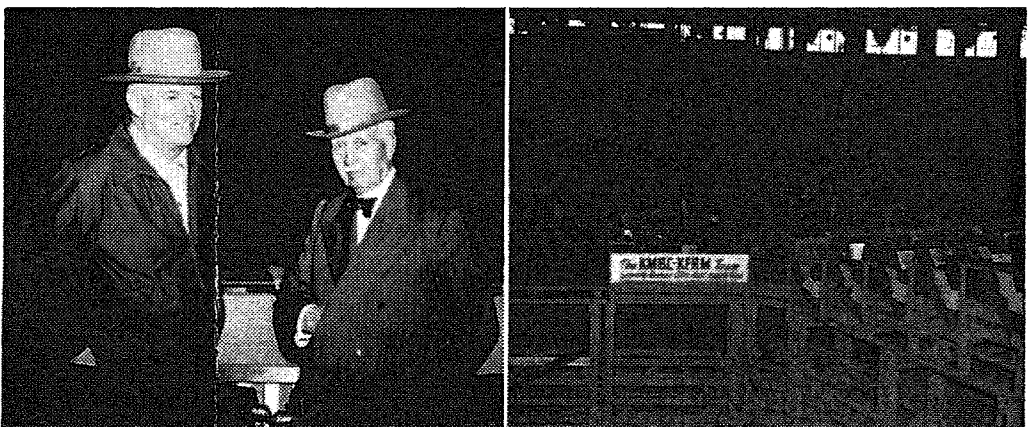
The 10:00 p.m. quarter hour is now taken by Butter-Nut coffee, long-time "Follies" sponsor, who moved from the 9:15 p.m. spot. Maurer-Neuer Corporation, for Rodeo meat products, has the 9:45 to 10:00 segment.



Part of the National Biscuit Company display at the Centennial Industrial Exposition showed visitors how the "Nabisco story is being told." An important part of the telling is John Farmer's noon news, heard over the KMBC-KFRM Team Monday through Saturday at 12:55 p.m. Nabisco's Honey Grahams are featured in the commercial announcements.



A smiling foursome admires a Hamm's beer display at Montell's Super Market in North Kansas City. From left to right are Charles McKeon, sales manager of Hooper Sales Company; Ken Hooper; Paul F. Montell; and Sam Molen, whose 9:40 p.m. sportscast is heard Monday through Saturday for Hamm's, sponsored by Theo. Hamm Brewing Company.



The recent Spring American Royal and Dairy Cattle Show found The KMBC-KFRM Team broadcasting many of its farm shows direct from the show ring, from the vantage point of the booth pictured at left. Among the exhibitors, judges, and visitors interviewed was J. C. Penny, founder of the J. C. Penny Company and long interested in encouraging young livestock raisers, shown here with Phil Evans, KMBC-KFRM Farm Director.



The Waukegan Wit, otherwise known as Jack Benny, launches into "Love in Bloom" on a recent Dinnerbell Roundup in the KMBC studios. Occasion was the recent personal appearance of Benny and his troupe at the Music Hall, when Jack found time to stop by with his violin, to the obvious amusement of KMBC entertainers Val Tatham, left, and Hiram Higsby, at right. Lora Beth Yergovich looks on from the background and that's Ted Painter at the far right.

Steve Allen Show a Real Summer Funfest

A five-star premiere helped the Steve Allen Show get under way June 9 on KMBC. Jack Benny, Eve Arden, Groucho Marx, Edgar Bergen and Charlie McCarthy all were on hand to welcome radio's exciting new comedian, Steve Allen.

Allen, a personable, fast-rising young comedian, was an outstanding hit in Columbia Pacific Network shows; followed up with a top-notch M.C. job on the CBS quiz "Earn Your Vacation."

The new Friday night show retains a good part of the successful format of his former program. Allen roams through the studio audience; interviews likely personalities; acts in comedy sketches; improvises at the piano. His supporting cast includes singing star Ilene Woods, the Ivan Ditmars Trio and show-business guests.

'CANDID MICROPHONE' AN INNOVATION FOR SUMMER

Allen Funt, who gave to broadcasting the ingenious and subtle art of catching people in the act of being themselves, is presenting a new thirteen-week "Candid Microphone" radio series Tuesdays at 8:30 p.m. over KMBC for Philip Morris cigarettes.

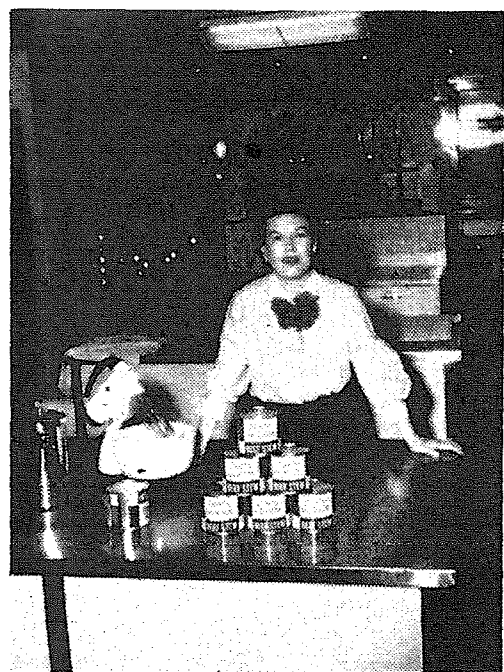
Don Hollenbeck, distinguished radio reporter and news analyst, is the narrator and original mood music is performed by Bernie Green and his orchestra.

An innovation in the series are sequences made by the "total eavesdropping" method. This comprises entirely spontaneous conversations, recorded by a strategically located but hidden microphone.

Hilltop House Enters Third Year on KMBC

"Hilltop House," the tender story of a young orphanage supervisor who devotes her life to creating a sympathetic home for other women's children, has entered the third year of its current series of five-a-week dramatizations over KMBC. The program is heard at 2:15 p.m. for Alka-Seltzer.

Jan Miner stars as Julie Erickson, the understanding supervisor whose specialized training and sympathetic approach to her duties frequently draw criticism from the stern orphanage board. Lili Darvas, European actress, plays Hannah, the Hungarian housekeeper of Hilltop House. Well known child actors portray the children.



Nancy Goode, Director of the KMBC-KFRM Team's "Happy Kitchen," prepares to feature Dinty Moore beef stew in her weekly demonstration at the kitchen in the Kansas City Power and Light building. The Geo. A. Hormel Company, in behalf of their beef stew, has a major participation in the Happy Kitchen Monday through Saturday from 9:15 to 9:30 a.m. Other participants are Standard Brands for Fleischmann's yeast and the Kansas City Power & Light Company.

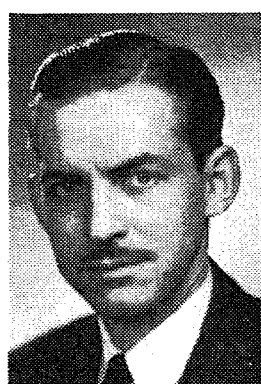
National Biscuit Company Sponsors 12:55 p.m. News

The National Biscuit Company, in behalf of their Honey Graham crackers, is presenting the 12:55 p.m. News with John Farmer on The KMBC-KFRM Team. The five-minute segment is heard six days a week, Monday through Saturday.

Farmer's 12 noon broadcast, heard Monday, Wednesday, and Friday for Duff and Repp, leading Kansas City furniture and household appliance firm, has been renewed. (See picture page 3.)

Nutrena Extends Weather News Over KMBC-KFRM

Henry Wheat's morning show continues to do an effective selling job for Nutrena Feeds throughout the entire Kansas City Primary Trading area — as evidenced by Cargill, Incorporated's recent extension of sponsorship of "Area Weather News" on The Team.



HENRY WHEAT

The five-minute service program is sponsored simultaneously over the area's most-listened-to radio stations Monday through Saturday from 7:25 to 7:30 a.m. The reports cover the five-state area of Oklahoma, Colorado, Kansas, Nebraska and Missouri. "Area Weather News" is presented by Nutrena in the interests of poultry, hog, and cattle feeds.

KMBC News-Sports Operation a Model

The KMBC-KFRM Team news and sports departments again have received top recognition. It comes from Prof. Basket Mosse of the radio department of Northwestern's Medill School of Journalism.

Recently, Professor Mosse assigned two graduate students to observe the KMBC-KFRM news and sports operation first hand, citing the departments as excellent examples of progressive radio-journalism.

For the last fifteen years, the KMBC-KFRM news department has been under the direction of Erle Smith, former managing editor of a Kansas City newspaper. The KMBC-KFRM sports department is supervised by Sam Molen, who has been honored by the Sporting News as the mid-west's top commentator.

The Northwestern university graduate students, James Milliken and Robert Wright, spent a day observing the KMBC-KFRM team news and sports operations. And the material they gathered has been incorporated in their final research reports.

Smith explained the far-flung news activities of the KMBC-KFRM team to Milliken, and Molen explained the sports operation to Wright, who is interested in both news and sports.

Mayor Proclaims Kansas City Radio Hour

Mayor William E. Kemp of Kansas City proclaimed as "Kansas City Radio Hour" the period from 9 to 10 p.m. Thursday, June 1, when "Hallmark Playhouse" was broadcast by KMBC to the Columbia network.

"This presentation by James Hilton, starring Robert Young and Jane Wyman," the proclamation read in part, "will carry this thrilling story of Kansas City to the entire nation over 162 stations of CBS. This will be a prelude to the formal opening of our centennial celebration June 3."

"Aunt Jenny" Cited For Problem Dramas

"Aunt Jenny," now in its fourteenth year on the air, has recently received citations for the potent educational influence in its recent presentations of documentaries on the subjects of problem drinkers, polio, cancer, and the "baby for sale" adoption racket.

A semi-documentary drama, "Baby for Sale," concerning a young couple's innocent patronage of a black market adoption service and their subsequent inability to obtain proper legal adoption papers, was recently told on the "Aunt Jenny" show.

The authors dramatized the show after careful research into the practices employed by illegitimate placement bureaus and individuals. This is but one of the examples of "Aunt Jenny's" sincere adaptations of everyday problems, to inform the audience on home or public service projects, and which have won commendation from many influential national organizations.

When the series was planned, a typical American city, Littleton, U. S. A., was visualized and laid out in actual blueprints to insure credibility of action. Industrial, civic, social and romantic life of the community is realistically set and told in stories ranging from five to ten episodes.

The program, heard Monday through Friday on KMBC at 11:15 a.m., is sponsored by Lever Brothers Company for Spry.

American Dairies Renew Sunday News

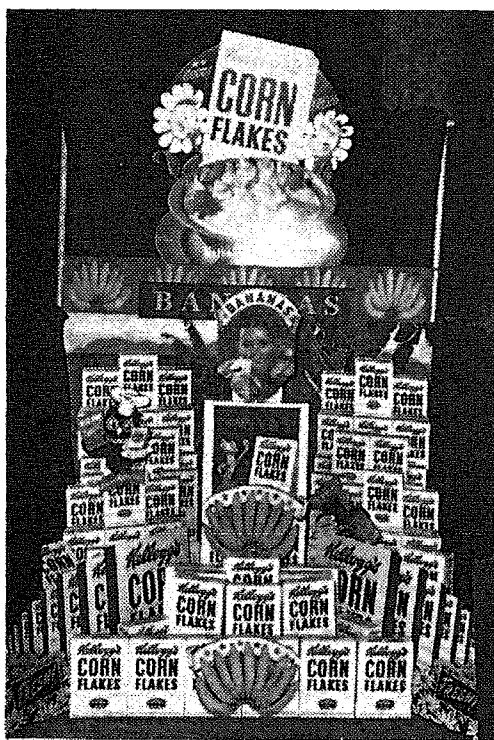
Every Sunday, KMBC's ace newscaster John Farmer presents six editions of the news in behalf of American Dairies, for their Aines milk, Arctic ice cream, and ABC butter.



JOHN FARMER

Like all KMBC-KFRM newsmen, John Farmer is an experienced editor and a graduate of college journalism. He literally grew up in a newspaper office; his father owned and published the Sun at Cameron, Missouri.

His six Sunday broadcasts are heard at 7:15 and 9:45 a.m., noon 3:00, 5:45, and 9:30 p.m. Because the Sunday radio news is heard by all segments of the listening audience, the sales message of American Dairies carries a strong impact for the "Three A's" of quality dairy products.



The Kellogg Company's elaborate display at the recent Centennial Industrial Exposition in the Municipal Auditorium was another means of bringing their wide range of cereal products to the public's attention. The Kellogg Company has long been a consistent user of the KMBC-KFRM Team, at present advertising their All-Bran, Variety Pack, Pep, and Corn Flakes with more than 15 spot announcements weekly.



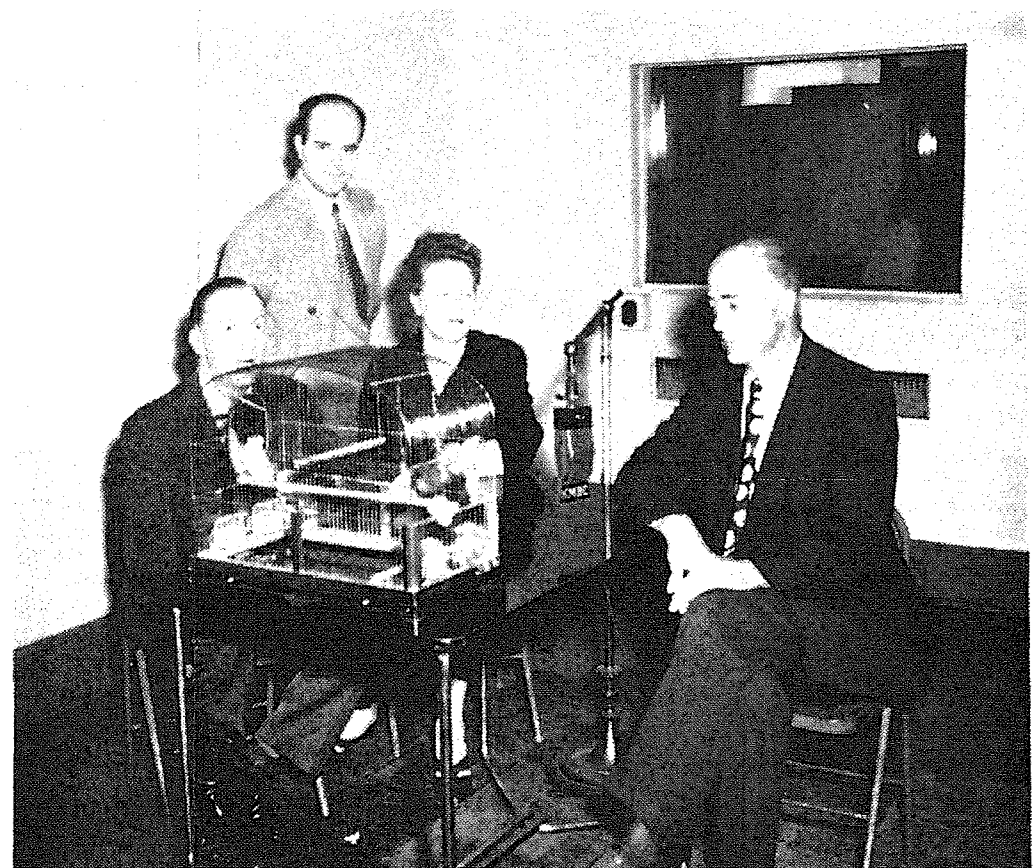
The Sons of the Pioneers, famous musical aggregation appearing on the Rex Allen Show for Phillips Petroleum Company, and heard each Friday at 9 p.m. over KMBC, visited the KMBC studios recently and found a warm reception from Dinnerbell Roundup emcee Hiram Higsby. The Pioneers were in town for a personal appearance at a local theatre.



Hiram Higsby looks on as Jed Starkey points out the "guaranteed" on an oversize bottle of Cook-Kill bug killer, a product of the Cook Chemical Company which sponsors the Brush Creek Follies from 9 to 9:15 every Saturday night on KMBC and from 2 to 2:15 Sundays on KFRM.



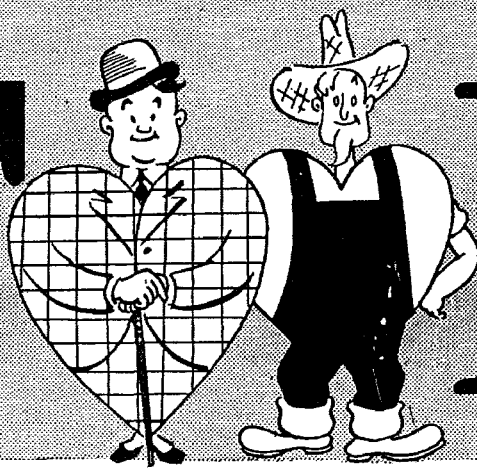
Jim Burke, KMBC Director of Special Events, interviews Capt. Robert F. Adickes, TWA pilot who spotted a "flying saucer" near South Bend, Indiana, and reported the details over Edward R. Murrow's CBS program. The Murrow newscast is heard Monday through Friday over KMBC at 6:45 p.m.



An unusual visitor on Tim West's 5:15 p.m. Big Brother Club recently was a talking parakeet, shown here with his owner-trainers, Mr. and Mrs. G. Smith. Tim had the bird say a few words to the Big Brother audience, and led a discussion on the how and why of talking birds for the benefit of the boys and girls. That's Lee Stewart, KMBC-KFRM chief announcer, looking on.

KMBC KFRM

HEART BEATS



from the Heart of America

VOL. 9, NO. 1

KANSAS CITY'S RADIO MERCHANDISER

FEBRUARY, 1951

KMBC-KFRM MOVE UNDERWAY

George Higgins New KMBC-KFRM Veepee

George J. Higgins has been appointed as Vice President in charge of Sales for KMBC and KFRM, according to a recent announcement by Arthur B. Church, President. Mr. Higgins, who assumed his new duties February 1, succeeds Sam H. Bennett, who resigned last November.



GEORGE HIGGINS

20 Years in Radio

Mr. Higgins, for the past three years manager of Radio Station WISH, Indianapolis, Indiana, brings to KMBC-KFRM a rich background of twenty years experience in the broadcasting industry.

He was Vice President and General Manager of KSO, Des Moines, Iowa, from 1944 to 1948, and prior to that served for two years as manager of the St. Paul, Minnesota, office of Station WTCN.

Started in Sports

Mr. Higgins first joined WTCN, Minneapolis and St. Paul, in 1931, as Sports Director. During his ten years in that post, he covered all of the major sports events in the area. In 1938, Mr. Higgins did the play-by-play of the World Series for the Blue Network, and in that same year broadcast the All Star Football game from Chicago.

He is past president of the American Hockey Association, and at one time served as president of the American Association of Baseball Broadcasters.

Mr. Higgins has been active in civic affairs in St. Paul, Des Moines and Indianapolis.

Active in CBS - NAB

Well known in broadcasting circles, Higgins served for two years on the CBS Affiliates Advisory Board, and currently is a member of the Board of Directors of the National Association of Broadcasters, and a member of the National Association of Broadcasters Television Committee.

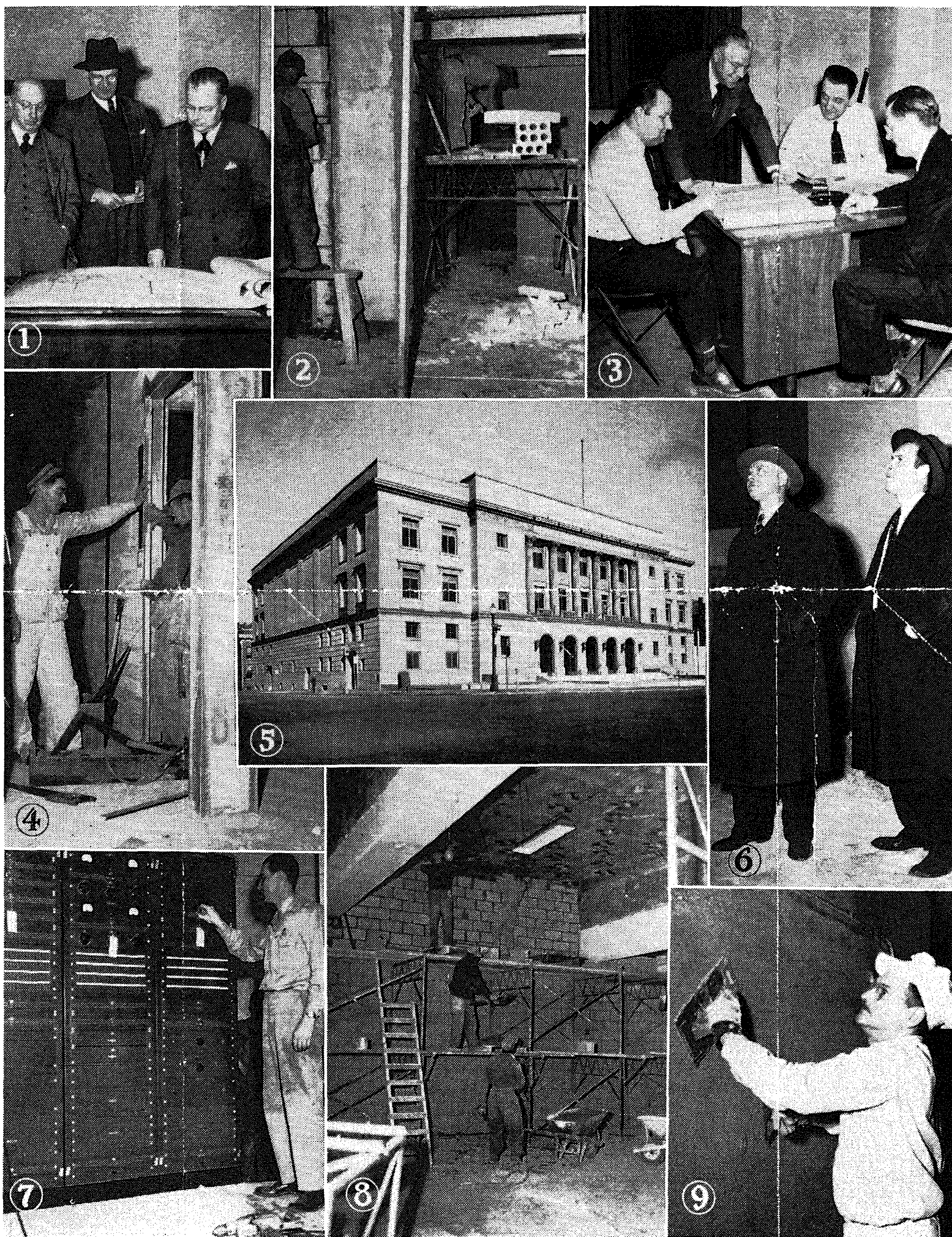
Mr. Higgins is married, with two sons, George Jr., 19, a sophomore at Notre Dame, and Jerry, 17, a student at Notre Dame's Holy Cross Seminary.

Storz Sign

Jack Benton, with Tomorrow's Headlines, heard at 10:30 p. m., Monday through Saturday on KMBC, recently was renewed by the Storz Brewing Company, Omaha.

The late evening newscast, has proved especially popular with Kansas Citians.

BEHIND SCENES AT NEW LOCATION



(1) C. C. Zimmerman and Robinson Douglass, of Westport Construction, the general contractors, discuss plans with A. K. Krah, KMBC Building Superintendent. (2) Construction in the AM section, shows work on "A" studio. (3) Ken Cook, Ken Krah, Clark Smith and Joe Knoche, KMBC-KFRM engineers, study plans for wiring in the master control room. (4) Workmen installing doors in one of the business offices. (5) An exterior view of the new home of The KMBC-KFRM Team. (6) Program Director Rod Cupp, and Publicity Director John McDermott look over the new program department offices. (7) Engineer Clark Smith is shown at work on electrical wiring in Master Control. (8) A new wall goes up in the radio section. (9) One of the workmen applying plaster to a wall in the studio section.

Honor To CBS

The New York Philharmonic-Symphony broadcasts over the Columbia Broadcasting System were voted the favorite radio program and Edward R. Murrow was voted the favorite news analyst of subscribers to the Saturday Review of Literature, in a poll completed recently.

In the radio category, the Philharmonic was the first of ten favorite programs cited, and Edward R. Murrow was first of eight ranking news analysts.

KMBC broadcasts the Philharmonic 12:05 p. m., Sundays, Edward R. Murrow is heard on KMBC Monday thru Friday at 6:45 p. m.

T or C Moves

Ralph Edwards' popular "Truth or Consequences" program has been temporarily shifted to a new time on KMBC. "T or C" is now being heard at 9:00 p. m., Thursday evening. This schedule is effective through March 8. The program, sponsored by Philip Morris, was moved to make way for the broadcasts of the Kansas City Philharmonic Orchestra.

New Business

Standard Brands, Inc.—in behalf of Fleischmann Yeast, participates in the Happy Kitchen with Nancy Goode, on Monday, Tuesday, Wednesday and Friday at 8:45 a. m.

Gaining Favor

"The Man From The Stockyards," featuring Bob Riley is another KMBC-KFRM Farm feature that has gained in favor with Kansas City Trade territory audiences since it was introduced last fall.

The program, heard on The Team at 6:35 a. m. Monday through Friday, is sponsored by the Kansas City Livestock Interests.

This important livestock feature is especially designed for the livestock producers in the Kansas City Trade area. Riley, originates this ten-minute program direct from the Kansas City Livestock Exchange building.

Long Awaited Move To 222 Center Started

The new home of The KMBC-KFRM Team is almost ready for occupancy. Already several departments have moved into the new quarters at 222 West 11th St. As the remodeling continues the remaining portion of the operation will leave the Pickwick Hotel to take up residence in completely new offices and studios. In every respect the new facilities of the Team will be the finest in the entire midwest—and among the best in the entire nation. The new AM broadcast studios are of the latest design and the technical equipment the finest available.

Faith in Radio

Arthur B. Church, president of Midland Broadcasting Company, made the recent comment that, "Our investment in modern new broadcast studios indicates our faith in the future importance of radio. Many years will elapse, in my opinion, before television supersedes radio, if it ever does."

Ample Space

The new KMBC-KFRM headquarters include 100 thousand square feet of floor space. Construction is well underway on the main television studio which will be second to none in the nation in size and facilities. Renovation has also commenced on the 2800 seat KMBC television playhouse. In addition to KMBC-KFRM's complete operation, United Press and Acme Telephoto are establishing headquarters at the center.

Plans are underway for a grand opening for the public in the near future.



ARTHUR B. CHURCH
President

Famous 1 Hour News Program on KMBC

"Hear It Now," an unprecedented step in news broadcasting, is now bringing KMBC listeners a full hour of "spoken history" each Friday night at 8:00.

The famous radio reporter, Edward R. Murrow, serves as narrator in this comprehensive and dramatic news documentary which broadcast the actual voices and sounds of people and events in the world news.

Murrow regularly looks to KMBC for help in preparing "Hear It Now." Jim Burke, KMBC Director of Special Features has been furnishing material for the program almost every week.



VOL. 9, NO. 1 KANSAS CITY'S RADIO MERCHANDISER FEBRUARY, 1951

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.

The KMBC-KFRM Team MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager
Karl Koerper, Vice President and Managing Director
George J. Higgins, Vice President in Charge of Sales

Published by the KMBC-KFRM Promotion Department
Harold Storm, Director of Promotion

Nationally Represented By
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DETROIT (26) 3463 Penobscot Bldg. Woodward 1-4255	HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 9-2151	ATLANTA (3) 322 Palmer Bldg. Main 5667
		FORT WORTH 406 W. 7th Street Fort Worth 36-3349

Church Named To Advisory Council

Arthur B. Church, president of KMBC and KFRM has been appointed a member of the 19 man Broadcast Advisory Council, formed in November, 1950, to represent the entire broadcasting industry in the interests of national defense.

Under the auspices of the National Association of Broadcasters, the Council is the policy-making group for both radio and television, and is set up to make all its facilities instantly available to the Government in event of an emergency.

First meeting of the new Council was held in Washington in mid-December, and Mr. Church reported that in a whirlwind two-day tour the council met with the highest military and civil government leaders.

The Council visited with President Truman, and at that time was assured that radio and TV stations will not be seized under the government's emergency powers. President Truman lauded the broadcasting industry for its voluntary cooperation during World War II, and expressed appreciation to the council for the quick manner in which broadcasters have rallied to the cause in the present emergency.

Similar conferences were held with Secretary of State Dean Acheson, Secretary of Defense George C. Marshall, top intelli-

gence representatives of the Army, Navy and Air Forces, Commerce Secretary Charles Sawyer, and National Production Authority Administrator William H. Harrison.

Mr. Church indicated that the Council, which met again in January, will have various meetings during 1951, as existing conditions demand. They will talk with other Government departments and officials, to further develop a plan of action for the broadcasting industry, based on objectives which will be outlined by the Government.

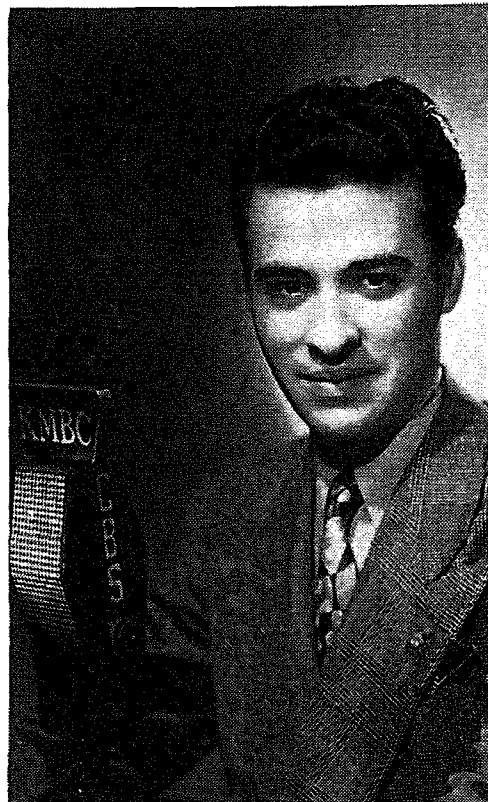
Weekly Report From Kansas Governor

Edward F. Arn, inaugurated on January 8 as the new Governor of Kansas, began a series of weekly transcribed broadcasts over The KMBC-KFRM Team on Sunday, January 28, at 10:15 a.m.

This fifteen minute feature, entitled "Governor Arn Reports To The People," is a continuation of the series started several years ago by Frank Carlson, at that time Kansas chief executive.

Governor Arn will report each week on his official duties during the previous week, and will discuss important pending legislation in the state of Kansas. In addition, the Governor will comment on national and international affairs, particularly on their effect in Kansas and in the Middle West.

PRESENTING



DAVID ANDREWS . . .

Horace Greeley's famous statement "Go West, Young Man" is of special significance to David Andrews, popular KMBC-KFRM entertainer and emcee.

David is a native of New York City, and while a student at Haaren high school took part in school plays, musicals and other skits that provided an outlet for his boundless energy and love of entertainment. He came by his talents naturally, since his parents and two older brothers had musical backgrounds.

David recalls that his first job after high school was with Postal Telegraph Company, but he soon tired of his work, and like many young fellows in their teens, he longed to see the world.

David joined the C. C. C. during the 30's, and received quite an argument from his parents when he took the papers home to be signed. However, David won out, and was shipped to Bo-ville, Idaho, a small town near a national forest.

After serving his "hitch" in the C. C. C. David returned to New York, and not long afterward landed a job with Platt-Forbes Advertising Agency. For the next year and a half David made rapid strides, working in the production end of the business.

David was just about ready to move into the agency's radio division, but instead he answered the "Greetings" from Uncle Sam.

The Air Corps, and pilots wings prompted David to enlist, just before his draft call, but through a series of circumstances peculiar to the army, he ended up in an infantry division at Ft. Jackson, South Carolina. David volunteered for the gas warfare school, and as a result of too long a pause in the gas-recognition chamber, he ended up in the hospital, and complications led to pneumonia.

Following the 36-day bout with pneumonia, David rejoined his outfit, and was transferred to Salina, Kansas. Salina is of significance, because it was there that George took to heart the Horace Greeley advice. He met, courted and married a Salina girl, and in addition, received a disability discharge from service while there.

An opening in the H. D. Lee company advertising department in Salina kept Andrews in Kansas, and in this capacity he worked on both newspaper and radio campaigns. Taking up his previous interest in radio was natural, and it wasn't too long until David was doing quite a bit of radio work. In fact, one day he dropped in to visit with the General Manager of KSAL about a spot campaign for H. D. Lee, and before he left, he had accepted an offer to go to work at the station. His introduction to the station included a multitude of tasks.

With this experience, David thought about the possibility of returning to Platt-Forbes in New

York. Through correspondence with the home office, Andrews learned that one of the executives would be in Kansas City for a few days. David drove in from Salina to meet with him, and ended up accepting an invitation to drop in at KMBC for an audition. The audition was arranged, and Program Manager Rod Cupp, sensing the great possibilities in the young New Yorker, hired him.

That was in May, 1944, and David Andrews has been a familiar personality to Heart of America audiences ever since. He began his announcing chores on the "panel" and in 1945, when the "Rhymaline Time" program was started, George took over the emcee and writing chores.

His versatility, every-ready charm and wit, have added to his effectiveness, and as a result, David has a variety of accomplishments to his credit.

He has appeared with Caroline Ellis on the "Happy Home" for a number of years, and was a regular actor in the "American Story" series presented by KMBC each week during World War II. In addition, Andrews has appeared in varied roles on the "Magic Book," "Of Health and Happiness," "Joanne Taylor Show" and other KMBC features.

David has been on both CBS and NBC in originations emanating out of Kansas City, and during the past year has been a frequent performer on "Brush Creek Follies."

Two most important outlets for the talents of this 29-year old radio extrovert at the present time includes the six-day a week "Rhymaline Time" from 7:30 a. m. to 8:15 a. m. with David as the wise-cracking, singer-emcee, ably abetted and assisted by Harry Jenks and the four Tune Chasers. Currently David is serving as emcee of the Saturday night "Brush Creek Follies," and on occasion will step forward to do the vocals on some fast moving ballad.

Outside of his busy radio schedule, David devotes a great deal of time, and tells you about it with pardonable pride, to his wife and two boys, Robert, seven years old, and David, who is five.

KMBC Carries K. C. Philharmonic Series

Four special concerts of the Kansas City Philharmonic Orchestra are being carried on KMBC this winter.

The first program, heard on Tuesday, January 23, from 8:30 until 9:30 p.m., featured the celebrated pianist Rudolf Serkin, guest soloist with the Philharmonic, in one of their regular subscription series.

Second broadcast is scheduled for Tuesday evening, February 6, when Conductor Hans Schwiager will lead the orchestra and guest soloist in another of the every-other week subscription series.

The third and fourth broadcasts of the Philharmonic will be heard on KMBC on Tuesday night, February 20, and again on March 6, with all broadcasts beginning at 8:30 p.m.

KFRM also is carrying the Kansas City Philharmonic broadcasts on a delayed basis. First of the programs was heard on KFRM on Sunday afternoon, January 28, at 12:10 p.m. The second in the series will be aired over KFRM at 12:10 p.m. Sunday, February 11. The third and fourth programs will be carried at the same Sunday time on February 25 and March 11.

Donnelly Garment Company of Kansas City, nationally known manufacturer of women's apparel under the "Nelly Don" brand, have assumed sponsorship of the first two of these special Philharmonic programs on both KMBC and KFRM.



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

THE KMBC-KFRM TEAM

Ralston - Purina Company — for Purina products, sponsors Ken Parsons and "Farm Facts" at 6:10 a. m. Monday through Saturday. Rutherford Food Corporation— for Hy-Power Chili & Tamales, renews Bill Griffith and the News, at 10:30 a. m., Monday through Saturday.

B. C. Remedy Company—for BC Headache Powders and Tablets, renews Rhythm Riders, at 6:20 p. m., Monday, Wednesday and Friday.

Emery, Bird, Thayer—for department store merchandise, renews the 6:00 p. m. News with Jack Benton, Monday, Wednesday and Friday.

Garst & Thomas—for Hybrid Seed corn, sponsors Phil Evans with Grain and Produce Markets, 12:50 p. m., Monday through Friday. American Dairies, for Aines Milk, ABC butter and Arctic Ice Cream, renew Sam Molen and Sunday Sports at 5:55 and 9:40 p. m.

Duff & Repp Furniture Company —for furniture and household furnishings, renews John Farmer and the 12 o'clock Noon News, Monday, Wednesday and Friday.

Cargill, Inc.—for Nutrena Feeds, renews Henry Wheat and the Area Weather News, 7:25 a. m., Monday through Saturday.

Paxton & Gallagher Company, for Butternut coffee, sponsors the Sunday News with John Farmer, at 7:15 a. m., 10:30 a. m., 12 noon; 3:25 p. m., 5:45 p. m., and 9:30 p. m.

Boyer International Laboratories, spot announcement schedule for Boyer's hairdressing for men. Overland Greyhound Lines, spot announcement schedule for bus service.

Sterling Drug Company, spot announcement schedule for Bayer aspirin.

Procter & Gamble, spot announcement schedule for Joy.

The Kellogg Company, spot announcement schedule for Gro Pup dog food, a spot schedule for Pep breakfast food, and another for All Bran Variety package.

Philip Morris, spot announcement schedule for Spud cigarettes.

Albers Miling Company, for cattle, hog and poultry feeds, a spot announcement schedule.

Colgate-Palmolive-Peet, a spot announcement schedule for Dental cream.

Grove Laboratories — for 4-Way Cold tablets a spot announcement schedule.

KFRM

National Biscuit Company — renews The Texas Rangers, in behalf of Premium crackers, 11:45 a. m., Monday, Wednesday and Friday.

Carter Products, Inc.—a spot announcement schedule for Carter Pills.

KMBC

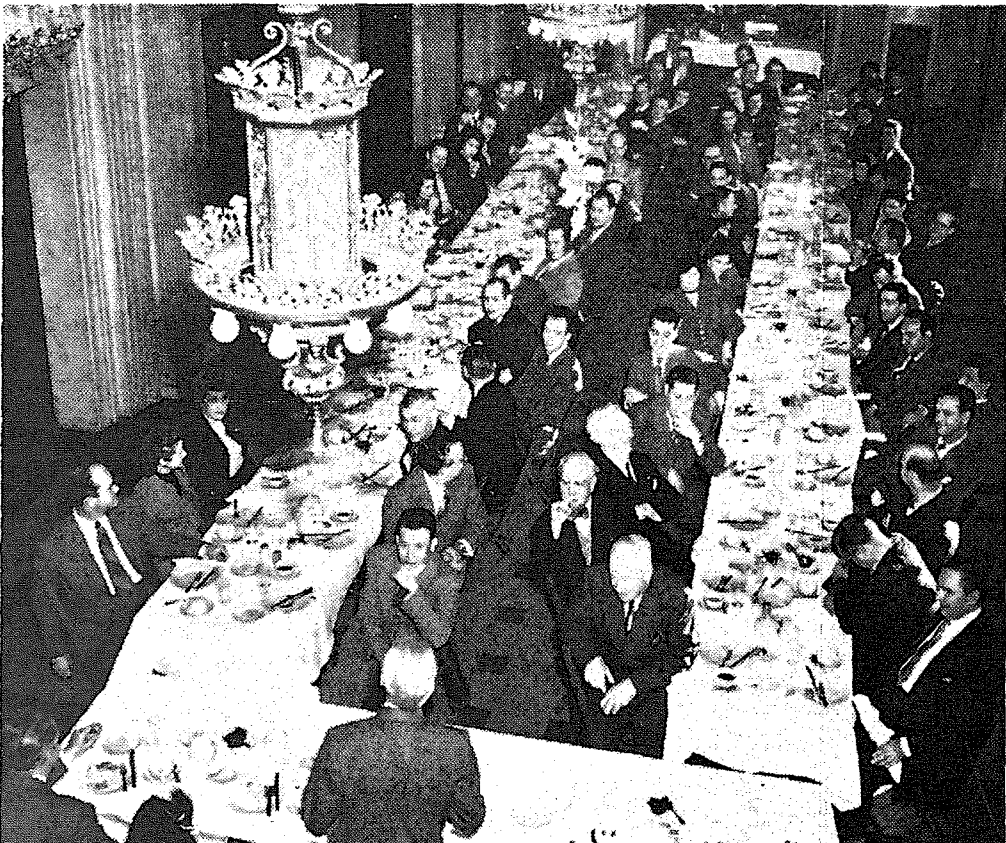
Procter & Gamble Company, a spot announcement schedule in behalf of Tide.

General Electric Company, a spot announcement schedule for G. E. Lamps.

Standard Brands—for Royal Desserts, a spot announcement schedule.

Forum Cafeterias — a spot announcement schedule for Cafeteria service.

KMBC STAFF BREAKFAST



Employees of The KMBC-KFRM Team are shown here at the Company's holiday breakfast, held in the foyer of the new quarters at 222 West 11th street, in mid-December.

In the foreground, with his back to the camera, is Arthur B. Church, president and founder of KMBC and KFRM. Mr. Church explained to the employees the proposed rehabilitation of the new building, traced the objectives and goals to be achieved during 1951, and later, took the entire group on a personally-conducted tour of all four floors of the new structure.

POLL SHOWS BIG LEAD FOR "TEAM"

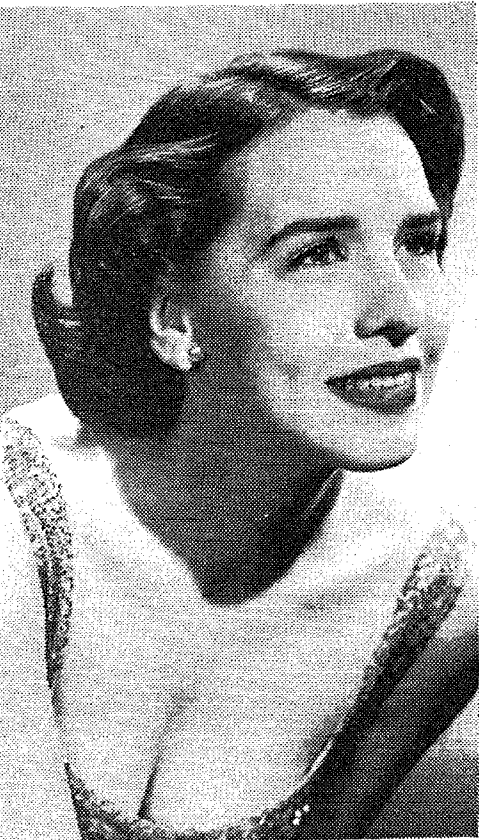
INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



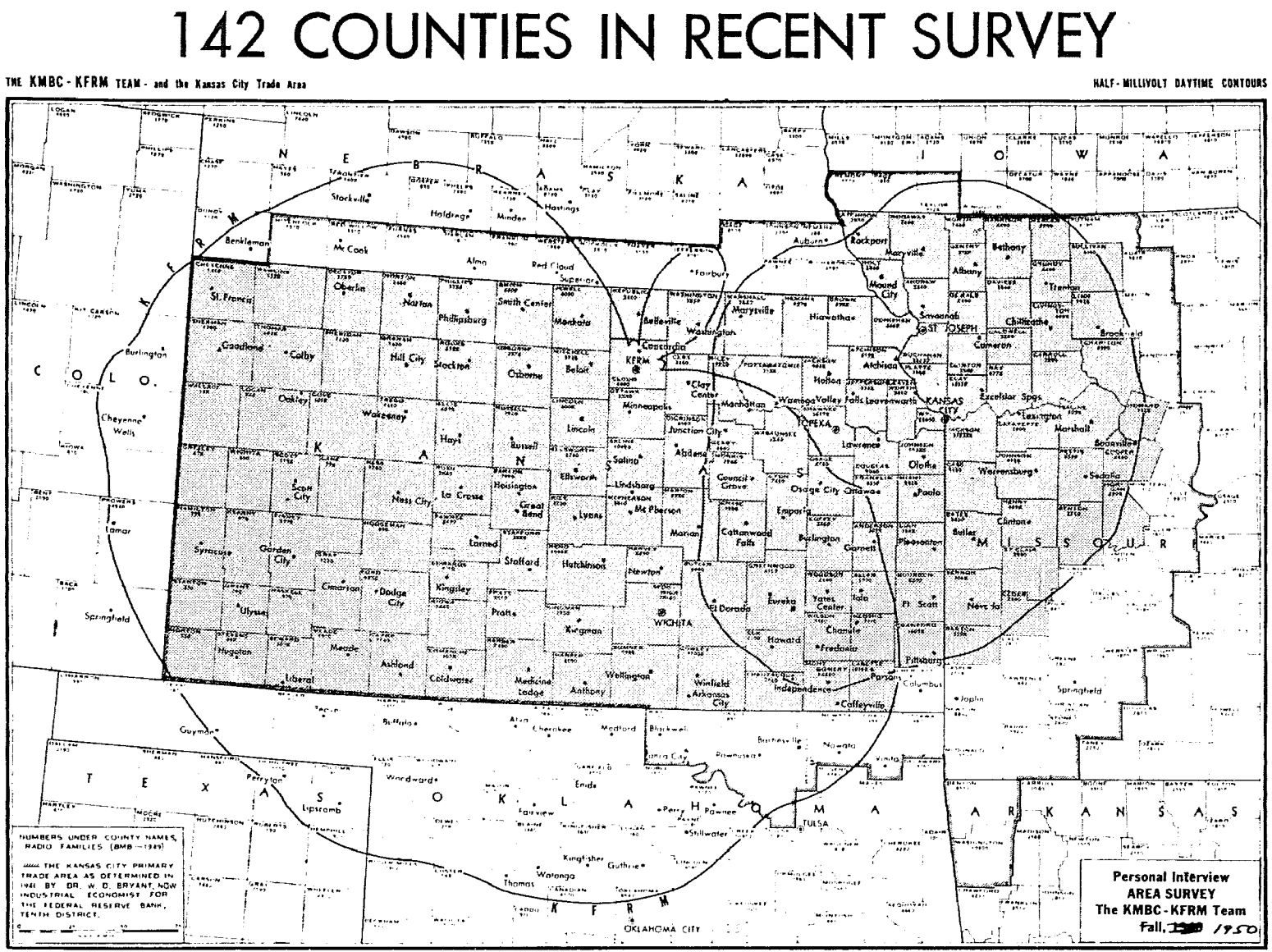
This popular and attractive young lady is radio-veteran "Liltin'" Martha Tilton, featured female vocalist on "Curt Massey Time," heard over KMBC at 9:45 p.m. Monday, Wednesday and Friday, for Alka Seltzer.



Talented Janet Waldo is heard in the role of Carliss on "Meet Carliss Archer" each Sunday evening at 8:00 p.m. over KMBC. This delightful situation comedy of family life is presented under the sponsorship of the Electric Power Companies.



Lovely Toni Darnay is an accomplished young radio actress who appears frequently in stories featured on "Theatre of Today," each Saturday morning on KMBC at 11:00 a.m. This highly entertaining program is presented by the Armstrong Cork company.



The KMBC-KFRM Team personalities and farm program services have further increased their leadership in the Heart of America. Already enjoying a considerable first-place lead, a survey made at the Kansas and Missouri State Fair and the American Royal, revealed that the Team increased in popularity in all categories. The map above shows the 142 home counties of the 2843 interviewees, all within the half millivolt contour of the Team.

Jack Benny Voted 'Champion of Champs'

Jack Benny has been voted radio's Champion of Champions, top honor in the Motion Picture Daily-Fame 15th annual poll, by American newspaper and magazine radio editors and columnists. This marks the third straight year that the CBS star has received the accolade.

In addition, Benny was voted radio's best comedian of 1950. Other CBS winners in the Motion Picture Poll:

- Best Comedienne—Eve Arden, "Our Miss Brooks."
- Best Master of Ceremonies—Bing Crosby.
- Best Popular Male Vocalist—Bing Crosby.
- Best Popular Female Vocalist—Dinah Shore.
- Best Studio Announcer—Don Wilson, "Jack Benny Program."
- Best News Commentator or Analyst—Edward R. Murrow.
- Best Daytime Program—"Arthur Godfrey Time."

"Maugham Theatre" on KMBC for Tintair

A new-comer on the KMBC horizon is the "Somerset Maugham Theater." This radio series is heard at 2:30 Saturday afternoon and marks the first time that a dramatic program has ever been devoted to the works of a single author.

In Somerset Maugham, the sponsor, Tintair, has singled out a writer who has won world-wide acclaim for his brilliant novels, plays and short stories. Concentration on the author's romantic love stories, Hollywood's and Broadway's outstanding stars appear in these dramatizations of Maugham's famous stories, adapted by radio's leading writers.

Somerset Maugham has enjoyed critical as well as popular success in his long writing career. Seven of his short stories were filmed in "Trio" and "Quartet" and among his other novels and stories that have been made into motion pictures are "Of Human Bondage" and "The Razor's Edge."

The radio series is directed by Mitchell Grayson.

MOLEN FOR UNION PACIFIC



Union Pacific Railroad officials gathered in Kansas City late last month to meet Sam Molen, KMBC-KFRM Sports Director, and to discuss Molen's "Morning Sports Page of the Air," at 8:20 A.M., now sponsored by the Railroad. Molen, seated front row center, is flanked on the left by Horace Northcott, general advertising manager of Union Pacific, Omaha; and on the right by D. R. Alexander of the Kansas City division of Union Pacific. Charles Eatough, KMBC-KFRM Regional Sales, is on Alexander's right.

KITCHEN DEMONSTRATIONS



Photographed in action at one of her weekly cooking demonstrations at the Power & Light company test kitchens, is Nancy Goode, who conducts the Happy Kitchen program on KMBC and KFRM. The weekly cooking demonstrations, open to the public free of charge, put into practical application tested recipes that Nancy recommends over the air. Thirty minutes of the actual demonstration is recorded for broadcast at 8:30 a.m. each Saturday. The remainder of the Happy Kitchen programs are heard at 8:45 a.m. Monday through Friday.

Burke Broadcasts Income Tax Series

Jim Burke's current series on "FYI-For Your Information" (KMBC, every Tuesday at 9:45 p.m.), is attracting a lot of attention—and for good reason, too. Jim is devoting the time on the broadcast to the important item of income tax. The KMBC Director of Special Features has as his collaborator M. J. Bueder, Chief of the Western Missouri Division of the Income Tax Bureau.

As leader of the discussion, Burke passes on to Mr. Bueder problems outlined in letters from listeners. The tax expert says that most of the inquiries fall into several general categories so that the answers he gives frequently solve problems for many people. Jim Burke is inviting all listeners to send him their questions. He will conduct the series with Mr. Bueder right up to the last Tuesday before the deadline for the filing of income tax returns with a special show on Thursday, March 15.

KMBC-KFRM Show Gain in All Categories

KMBC and KFRM personalities and farm service programs increased their leadership in Kansas City's Primary Trade area during the past year. Results of the Fall, 1950 Independent Recall Survey, conducted at the Missouri and Kansas State Fairs, and at the October American Royal Livestock & Horse Show, revealed that The Team extended an already comfortable first place spot.

2843 Interviews

A total of 2,843 interviews with listeners living on the farm and in smaller towns in 142 counties in The KMBC-KFRM Team area, with all duplications eliminated, showed The Team much further ahead percentage wise, than in the same type survey conducted at the same events in 1949.

With results of this survey, together with the Hooper Survey for October-November showing KMBC in the lead in morning, afternoon and evening periods, in the Metropolitan Kansas City Area, The Team has adequate proof of its leadership claims.

The eight leading questions asked in the independent survey conducted in The KMBC-KFRM Team area, reveal the following results.

Farm Men Rate

Phil Evans, Bob Riley and Ken Parsons each received considerably more mentions than the second highest station, and their mentions totaled would be six times greater than the second place station, on the question, "Radio Farm Editors and Market Reporters Listened To Regularly."

Markets Popular

On the question "Stations Listened to for Market Reports," The KMBC-KFRM team received three times more mentions than the second station, and almost 10 times more mentions than the next Kansas City station.

Other Farm Shows

KMBC-KFRM received three times more mentions than the nearest station on the question "Stations Listened to For Other Farm Programs."

50% More

The survey showed that 50 percent more people listed The Team in first place in answering the question "Stations Listened to For Women's Programs." The Team maintained a two to one lead on the question "Stations listened to For Noontime Programs," and had four times more mentions to this question than the next Kansas City broadcaster.

Team Tops Twenty

In answering the question "Kansas City Station Depended on Most For Farm Information Service" The KMBC-KFRM Team received five times more mentions than any other station. Thirty Five percent more listeners mentioned The Team than any other station, in answering the question "Stations Listened to For News." On the final question, "Stations Listened to Regularly," more than 20 stations were mentioned, but The KMBC-KFRM Team led all of them with a 20 percent lead over the second place station.

Renewal

Celanese Corporation of America—for Celanese fabrics, renews the Happy Home with Caroline Ellis, Tuesday & Thursday at 8:30 a.m. on KMBC-KFRM.



Gloria Wood, one of the Rhythmairs on Bing Crosby's Show, makes a mighty pert Valentine for Heart Beat readers . . . and mighty fine music for KMBC listeners. Crosby is heard every Wednesday evening at 8:30 in the Heart of America for Chesterfield Cigarettes.

Sunday Schedule on KMBC Realigned

Effective February 4, KMBC realigned a portion of its Sunday afternoon broadcast schedule, in order to carry the New York Philharmonic orchestra.

At 12 noon John Farmer presents the News, and immediately following, at 12:10, KMBC carries the New York Philharmonic Orchestra Sunday concert which runs until 1:30 p.m.

Kansas City Report, presented by KMBC in cooperation with the Chamber of Commerce of Kansas City, and featuring Special Events director Jim Burke in interviews of special interest, will be heard at 1:30 p.m. At 1:45 Sunday afternoon the program "Of Health and Happiness," presented with the cooperation of the Jackson County Medical Society, will be presented.

At 2:00 p.m. KMBC will carry the popular "People's Platform," and at 2:30 "The Symphonette," sponsored by Longines-Wittnauer, and featuring Mishel Piastro will be heard.

Invitation to Learning will continue in the 3:00 p.m. spot, followed by the Butternut Coffee Newscast with John Farmer at 3:25.

"Brush Creek" Soon Open To Public

Brush Creek Follies, the Midwest's biggest and best-known Saturday night barn dance show, concluded its series of regular stage show appearances late in December.

Although Brush Creek continues to be broadcast over KMBC each Saturday night at 8:30 p.m., the stage show portion to the live audience has been discontinued until facilities in the new KMBC-KFRM quarters at 222 West 11th street are completed.

It is expected that Brush Creek will re-open to regular Saturday night audiences in the new location near the end of February.

In the meantime, the entire cast of Brush Creek favorites, including The Texas Rangers, The Tune Chasers, Millie & Sue, Tiny Tillman, Jed Starkey, Colorado Pete, David Andrews, Paul Taylor and Harry Jenks, continue to present the regular Saturday night broadcasts over KMBC, starting at 8:30.

Brush Creek Follies is aired over KFRM each Sunday afternoon from 2:00 to 3:15 p.m.

Smith Resigns Post As KMBC News Head

The dean of newscasters in the Heart of America, Erle Smith, no longer is heard at 6 and 9:30 every night on KMBC.

After serving fifteen years as KMBC managing news editor, Smith resigned on January 15, to accept the position of director of public relations for the Order of DeMolay, which has its headquarters in Kansas City.

Smith established the KMBC News Department in 1935 as the first in the midlands with a newspaper managing editor at its head.

Prior to joining the KMBC staff, Smith was city editor and later managing editor of the Kansas City Journal-Post.

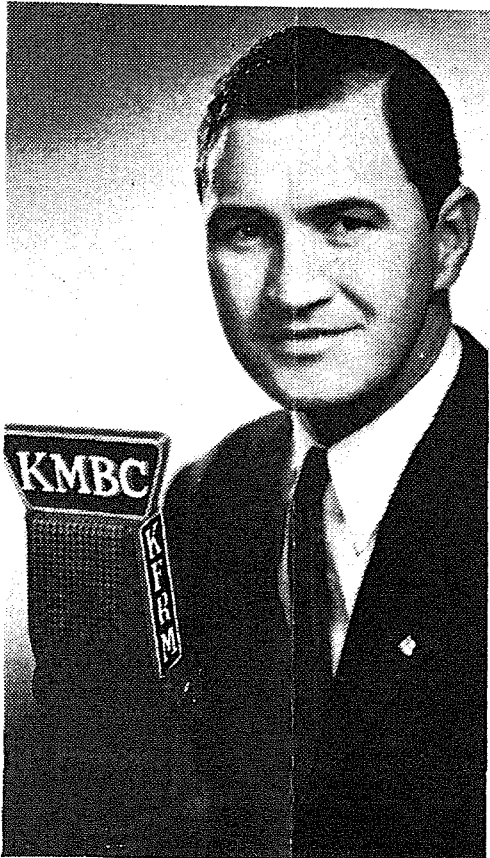
Arthur B. Church, President of KMBC, stated that he had accepted the resignation with utmost reluctance but realized that Erle had fully earned a release from the long night-time hours. In his letter to Smith he said:

"Our associations over the years have been remarkably fine, both from a business standpoint and personally. Your industry and loyalty could not possibly have been excelled. To me you are just about the greatest newscaster in the whole country. To find or develop a man to replace you in the hearts of the listeners appears to me to be one of the most difficult tasks I can imagine. The same goes for finding a man who has been so universally liked by his sponsors."

According to Frank S. Land, founder and secretary-general of the Order of DeMolay, Smith will join his organization on March 1. Among other duties, Smith will supervise the DeMolay magazine, the "Cordon."

Purina Takes "Farm Facts"

Purina Mills has taken over sponsorship of "Farm Facts" with Ken Parsons on KMBC-KFRM. The program is heard at 6:10 a.m., Monday through Friday. Thus Ken has been allotted a square of the famous Purina checkerboard.



KEN PARSONS . . .

Purina stands to cement a lot of valuable friendships as a result of the service provided through the broadcast material of "Farm Facts." Ken Parsons is well known throughout the area and his new association with Purina should mean much to the sponsor as well as to Ken.

Dealers throughout the territory have expressed a great deal of enthusiasm about the new schedule. They are looking for a considerable amount of new business and are tying in with "Farm Facts" in every way possible.

Early last month Galen Drake began a new series of broadcasts on KMBC each Saturday afternoon at 3:00 p.m., in behalf of the Sonotone corporation.

Drake ranks high as a radio personality, and his down-to-earth philosophy and warm interest have won him a huge following.

On this Saturday quarter hour, Drake will range far and wide, including humorous anecdotes, current events, news, music, book and movie reviews and other miscellany. It's this easy-going, informal style that has made him so universally popular.

All Sunday News For Butternut Coffee

Butternut Coffee has taken sponsorship of all of the Sunday Newscasts on KMBC-KFRM, with John Farmer. The schedule, of extreme importance to grocers, began January 21, 1951. Butternut Coffee has signed for the six newscasts for 13 consecutive Sundays.

John Farmer, outstanding KMBC-KFRM newsmen, has a tremendous following in the great Kansas City Primary Trade area.



JOHN FARMER . . .

In taking all of the Sunday news, Butternut can expect increased sale of their fine product. News at this point is highly important and establishing John Farmer as the Butternut Coffee Sunday newscaster delivers the benefit of the most widely listened-to Sunday news in the territory.

Butternut Coffee News on Sunday with John Farmer is heard at the following time periods:

The	KMBC
KMBC-KFRM Team	only
7:15 a.m.	5:45 p.m.
10:30 a.m.	9:30 p.m.
12:00 Noon	
3:25 p.m.	

It is expected that grocers will take advantage of the advertising with displays of Butternut Coffee.

Phil Evans Adds New Farm Show

Phil Evans, director of The KMBC-KFRM Service Farms, added a new broadcast to his already busy schedule with the inauguration of "Farm Chat" at 6:45 a.m., each Saturday, beginning January 27.

This 10-minute feature, is presented by the Farm Easy Products company, in behalf of power saws.

With the addition of this program, Phil Evans will now be heard at 6:45 a.m., each morning, Monday through Saturday.

Phil presents his highly informative "Farm Counselor" programs at that same hour Monday through Friday morning for the Staley Milling company, in behalf of Staley feeds.

8:15 A.M. News Now Fully Sponsored

Morning newscasts on The KMBC-KFRM Team continue their effectiveness and prove their popularity with sponsors. Convincing proof is the 8:15 a.m., Coffee Cup Final edition of the News, with ace newscaster Bill Griffith, which is fully sponsored on The KMBC-KFRM Team.

Metropolitan Life Insurance company assumed sponsorship of the Monday, Wednesday and Friday broadcasts last fall, and early in January renewed sponsorship the next year.



BILL GRIFFITH . . .

Rice Sausage company now sponsors the Tuesday, Thursday and Saturday 8:15 a.m. Griffith newscasts.

Unsettled world conditions have further magnified the importance of radio newscasts in recent months, and as a result the slogan "To Keep in Touch With The Times, Keep Tuned to KMBC-KFRM" has taken on additional importance.

Peter Donald Runs New Quiz On KMBC

Peter Donald, radio's famed story-teller and dialectician, now stars in the exciting new quiz game, "Share The Wealth," at 4:45 p.m. Monday through Friday on KMBC.

The new quiz series, started last fall under the sponsorship of The Kroger company, is a delightfully entertaining quarter hour of fun, with studio participants sharing in the festivities.

The format of the show is novel, in that the participant gets cash for answering a question correctly, and then chooses another contestant from the audience who answers another question for double that money, then the original contestant chooses still another contestant from the audience for another double-money answer. This procedure builds a



PETER DONALD & . . .

human chain that runs some of the prize money into thousands of dollars—shared of course by all of those participants answering questions.

Univ. of Kansas City Feature on KMBC

At 7 pm., each Tuesday night KMBC presents the program entitled "What Do You Think?," in cooperation with the radio division of the University of Kansas City.

Format of the program includes thought-provoking discussions by leading educators, business and industrial leaders, and other prominent personalities.

Dr. Clarence R. Decker, president of the University of Kansas City, serves as moderator of this half-hour public service feature, and through his skillful interrogation of the guest panelists, creates lively discussion of the subject under consideration.

The audience is invited to draw their own conclusions on the various subjects presented on the program, since no definite conclusions are attempted as a result of the expressed opinions of the participants.

Discussions actually are conducted with students as the audience in classrooms of the University with the guest panelists, and are transcribed for their regular presentation each Tuesday on KMBC. Sample programs, and guests heard on the series, have included "Classical Music, Popular Music, or Both" with CBS Club 15 Star Bob Crosby, Dr. Robert D. Adams, Professor of Music at the University of Kansas City, and Richard Wangerin, K. C. Philharmonic Orchestra manager, participating. Another program included a discussion "About this Education Business." Participants were Dr. Hugh Speer, Professor of Education at the University, and Dr. Finis Engleman, Commissioner of Education for the State of Connecticut.

KMBC Airs New Adventure Series

Radio's famed private eye, "Charlie Wild, Private Detective," is now turning crime inside-out at 5:00 each Sunday afternoon on KMBC. The fast-moving, hard-hitting adventure series, starring stage and screen actor Kevin O'Morrison, made its debut over KMBC on January 7.



CHARLIE WILD . . .

Sponsored by the Wildroot Company, the program brings fast-paced thrills of a big city crime hunter. As conceived by writer Peter Barry, Charlie grew up in the city's back alleys and the kids he grew up with then are today's criminals. His pal, assistant and only friend is McCoy, a not-too-bright young man from West Virginia.

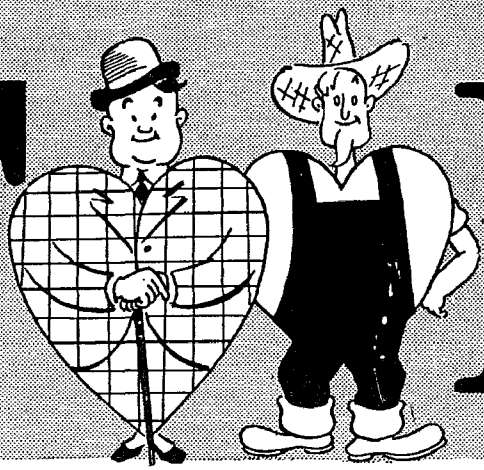
Actor O'Morrison, a former St. Louis man, has a varied background marked by extensive traveling, intensive education and wide experience in many jobs. In December, 1950, he was signed to create the radio role of "Charlie Wild, Private Detective."

The KMBC-KFRM Team
222 W. 11th St.
Kansas City 6, Mo.

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KMBC KFRM

HEART BEATS



from the Heart of America

VOL. 9, NO. 2

KANSAS CITY'S RADIO MERCHANDISER

APRIL, 1951

"GRAND OPENING" DATE MAY 19

KMBC-KFRM Sets Pace As Top News Source

Survey after survey has proved that radio is the primary source of news for the American people today. This fact is especially true in the KMBC-KFRM Heart of America.

Ever since KMBC established the first full time radio-news department in the Midwest back in 1935, the station has been famous for its extensive coverage of the news, and has been consistently at the top in ratings and popularity in presenting newscasts, not only in Metropolitan Kansas City, but in the Trade territory.

Great Responsibility

Today, more than ever, The KMBC-KFRM News Department is conscious of its responsibility to the radio listener, and is fulfilling that responsibility by presenting 66 news broadcasts on KMBC and 59 news broadcasts on KFRM each week. Broken down, that means KMBC originates 10 news programs each week-day and 6 on Sunday, while KFRM presents 9 news programs each week-day and 5 on Sunday.

KFRM in 1947

Since KFRM was inaugurated in late 1947, the same popular news formula has been applied to that station. As a source of news, KFRM is organized to bring rural listeners top-notch news service. It must be borne in mind that for millions of rural listeners radio is frequently the only daily source of news. Thus, KFRM is meeting the vital need for informative, up-to-the minute news coverage.

The KMBC-KFRM News department, located on the basement mezzanine in the spacious new quarters at 222 West 11th Street, is one of the finest, most modern and up-to-date news departments in America. The quarters have been especially designed to provide the best possible working conditions and for future expansion when TV arrives.

United Press Adjacent

The spacious main room of the news department section, one side of which is glass for public viewing, has specially designed desk equipment. Immediately adjacent to the United Press Kansas City Press headquarters, the KMBC-KFRM news room is equipped with police radio, numerous telephones and wire service teletypes.

Just off the main news room are three private offices, utilized by the news department, sports and special events. In addition, the KMBC-KFRM news department boasts its own sound-proof studio, also visible to the public, which is of particular

(Continued on Page 3)

THESE MEN PRESENT KMBC-KFRM NEWS



The KMBC-KFRM Team's wide awake staff is the chief reason that listeners in the Kansas City Metropolitan Trade area name the Team their chief source of news. Left to right, standing, Henry Wheat, John Farmer and Bill Griffith. Seated are Hal Harvey, left and Jack Benton.

30th Anniversary Highlights

"Brush Creek Follies" Reopens To Public

The ever-popular "Brush Creek Follies" will open its fourteenth big season on May 19th with a triumphal return to the stage. This time the show will originate from the stage of Brush Creek's new and permanent home, the 2,610 seat KMBC TV Playhouse. And "coming home" to spark the shows will be none other than Hiram Higsby. One of the mid-west's favorite emcees, Hiram returns to Kansas City audiences after an absence of eight months.

"Brush Creek Follies," which has played to thousands of folks in the Heart of America, is bigger and better this year than ever before. New routines have been worked out and every member of the cast has a new repertoire of tunes. Appearing will be Millie and Sue, Tiny Tillman, Jed Starkey, Colorado Pete, The Texas Rangers, the Tune Chasers and David Andrews.

Hiram's Home!



HIRAM HIGSBY . . .

Writer, entertainer and comedian unsurpassed, Hiram Higsby returns to KMBC to write and emcee "Brush Creek Follies." He will also handle the master of ceremonies chore on "Dinner Bell Round up."

Broadcast Series To Tell "KMBC Story"

KMBC, one of the oldest radio stations in the nation will tell its dramatic and colorful story in a series of radio broadcasts, beginning April 21. The series will be aired at 6:25 p.m., Monday through Saturday on the KMBC-KFRM Team and on Sunday at 5:35 p.m., (also on the Team).

The "KMBC Story," which is actually the life story of its president and founder, Arthur B. Church, is calling for a tremendous amount of research in preparation. Every member of the staff of over 120 is working on some segment of the broadcast series, the "Thirty Years and Thirty Days" dedication or the gala grand opening which will occur on May 19th.

Working in close cooperation with the KMBC-KFRM promotion department, particularly on the historical side are KMBC veterans, Ray Moler, Kenneth Krah, Miss Whiting, Karl Koerper, Geo. Halley, and Mr. Church, himself.

'30 Years and 30 Days' Is Theme For Anniversary

Arthur B. Church, who founded Radio Station KMBC and put it on the air April 21, 1921, today set the starting date for the Official Dedication and Grand Opening of the new home of The KMBC-KFRM Team. That date is April 21, his 30th Anniversary of Broadcasting.

The President of The KMBC-KFRM Team stated that the theme for the big event will be "Thirty Years and Thirty Days." According to Mr. Church, each day, beginning with April 21, will represent one year in the remarkable history and growth of KMBC, with special features broadcast daily, covering the highlights of the corresponding year.

On Saturday, May 19, climaxing the thirty-day historical series, the new home of KMBC-KFRM at 222 West Eleventh Street in downtown Kansas City will be opened to the public. The new headquarters will be one of the show places of the mid-west. Plans are under way for public tours of the property and entertainment for the thousands of guests. The evening of the 19th will see the return of the audience version of the popular Brush Creek Follies. It will be staged in the beautiful new 2,610 seat KMBC Studio Playhouse, one of the largest such studios in the nation.

Daytime Radio Does Job For Armour & Co.

Increased importance of daytime radio in moving goods out of dealers' stores is evidenced by Stars Over Hollywood, the Armour's show on KMBC-CBS Saturdays.

Increased sales of Armour Pantry Self Meals, Armour Corned Beef Hash and Armour Chili constitute the 1951 objective. KMBC promotion department and the hard-hitting Armour sales organization are suggesting retailer methods for effective cooperation in cashing in. The program is heard every Saturday afternoon at one o'clock over KMBC.

Best Comedienne

Chalk up another award for radio comedienne, Eve Arden, star of the CBS "Our Miss Brooks" show. The Southern California Society of Radio and Television Editors has voted Eve the outstanding local female personality on the radio for the year 1950. "Our Miss Brooks" is heard every Friday at 7:00 p.m. KMBC for Colgate-Palmolive-Peete.

KMBC KFRM HEARTBEATS

from the Heart of America
KANSAS CITY'S RADIO MERCHANDISER

VOL. 9, NO. 2

APRIL, 1951

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.

The KMBC-KFRM Team

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager
Karl Koerber, Vice President and Managing Director
George J. Higgins, Vice President in Charge of Sales

Published by the KMBC-KFRM Promotion Department

Harold Storm, Director of Promotion

Nationally Represented By
FREE & PETERS, INC.

CHICAGO (1)

230 N. Michigan
Franklin 2-6373

DETROIT (26)

3463 Penobscot Bldg.
Woodward 1-4255

NEW YORK (22)

444 Madison Ave.
Plaza 9-6022

HOLLYWOOD (28)

6331 Hollywood Blvd.
Hollywood 9-2151

ATLANTA (3)

322 Palmer Bldg.
Main 5667

SAN FRANCISCO (4)

58 Sutter
Sutter 1-4355

FORT WORTH

406 W. 7th Street
Fort Worth 36-3349

"HEART MURMURS"

BY PAT AND JO

(Editor's Note)—"Heart Murmurs" is a new Heart Beats feature. It is a staff column prepared by Pat McWilliams and Joann Blackwelder of the promotion department. Its purpose is a behind-the-scenes look at the activity of The KMBC-KFRM Team.

Here it is April — the long-awaited days at our new home have arrived, and now there's the fun of getting acquainted with the new building. A building with so many nooks and crannies that it's gaining fame as the Kansas City Pentagon.

Faced with the prospect of so much to see, we promptly set off on an exploring expedition. Hearing a musical jamboree in full swing, we nipped down to the studios and found none other than the Rhymaline gang, David Andrews, the Tune Chasers, Harry Jenks—all having a bang up time putting their first broadcast together from the new studios.

EAGER TO CONTINUE our tour, we headed into the great unknown—and who should we bump into but that Man-About-The-T.R. transcriptions, Dr. Halley, looking for someone to join him for his morning cup of coffee. Seemed like such a good idea that we, too, adjourned to the corner drug store. (We're awaiting our own new snack bar.) Colorado Pete came in while we were there and pulled up a chair. We were certainly impressed by Pete's philosophy of life and his fine attitude toward his work.

THEN, back to the building and to the ritual of punching the time clock (there are those who claim it's "The Thing"). Program Director Cupp was a perfect picture of concentration as he timed in for the first time in his career.

UP A FLIGHT of stairs and around a corner—and right before us was a door marked Happy Kitchen. We looked hopefully into the cookie jar, but it was empty since major domo-ess Nancy Goode was on vacation. So, we followed our ears down the hall where a typewriter was clacking busily—sure enough, it was Caroline Ellis. Right here's where we'd like to vote the biggest, most beautiful orchid in the world to Caroline for the fine farewell speech she gave Dorothy Maloney at Dorothy's luncheon last month. Caroline put all of our best wishes into the nicest ex-temp speech we've heard in a long time.

THE LURE of adventure urged us on to the huge expanse of glass enclosing the news staff. We found the newsmen's only complaint to be that the recently constructed partition outside their "fishbowl" cuts off their view of the world.

NEXT STOP was the magnificent new studios. We noticed Jay Butler perched high up in the KFRM announcers booth . . . aloofly viewing the beehive of activity below him. He seemed happy about everything but the color scheme—we think it's nice, but he favors maroon and chartreuse—or something like that. We wandered around the studios awhile looking for our friends the KMBC-KFRM Talent staff, and we found out they've been keeping mighty busy with one personal appearance after another all through Kansas and Missouri. Millie and Sue, Jed Starkey, Tiny Tillman, The Texas Rangers and all the rest of the gang walk around like sleep-walkers these days, due to their heavy schedule. They can relax in the new Talent Lounge for awhile, but they won't get to rest long since Jimmy McConnell just returned from a booking trip through western Kansas and Oklahoma.

WE WERE SO impressed with the splendid studios and the building as a whole, we feel that a vote of confidence should be handed to the two Kents—Krahl and Cook, Ray Moler and the rest of the Engineering Department for their work "beyond the call of duty and the time clock"—they've been working way past mid-night most every night since the move.

We stopped for a moment to hear the Accounting Department's glamor girl, Hazel Hildebrandt, waxing ecstatic over two dozen long-stemmed roses from a thoughtful admirer. Then, a not-so-flowery tale from Eadie Forshay. We met her as she was completing the last lap in one of her cross-building hikes delivering mail.

WE HOPPED aboard Old Faithful (the self-service? elevator) and before you could count to a thousand we were back home in Promotion. But, no rest for the weary . . . we were just in time to referee in a heated phone argument between K-State and Nebraska—that is, Collins and McDermott . . . as they worked over the various merits of their college basketball teams.

Everything's calm now — so, we'll see you next month!

PRESIDENTING



JOHN GORDON . . .

Except for time out for some "globe trotting," John Gordon has been in the advertising and radio field ever since he left Virginia Military Institute back in 1931.

A job as an ordinary seaman on an oil tanker in the Dutch West Indies, plus sugar plantation work in Santo Domingo when he left college satisfied John's ambition for adventure, so in 1932 he returned to New York and joined Ruthrauff & Ryan advertising agency as an office boy. Two years of indoctrination in the research department led to his appointment as radio publicity director and a producer for the agency. John was identified with production of such important programs as Lanny Ross, Prof. Quiz, Major Bowes and Quiz of Two Cities.

In 1939 Gordon moved to the Fizzdale Publicity & Radio Relations Company, to handle promotion and publicity for the New York newspaper, PM. Later John moved to Chicago in charge of the midwestern office of Fizzdale to handle the Fibber McGee and Molly network program for Johnson Wax, and several other Chicago programs.

In 1940, because of his association with the Fibber and Molly program, Gordon joined Needham, Louis & Brorby, Inc., as Radio Director. Two of his most outstanding clients were Fibber and Molly, and The Great Gildersleeve. In addition Gordon was instrumental in launching Ransom Sherman in his first sponsored network program.

In June 1943, Gordon accepted a position in New York with Compton Advertising Agency as supervisor of all night-time radio shows for the agency. John had charge of supervising all writing and production of such programs as I Love A Mystery, Truth or Consequences, Raymond Gram Swing, Breakfast at Sardi's and several other local shows. While with Compton, John built the Orson Welles Show, sponsored by Socony Vacuum. Following 18 months of active duty as an officer in the Marine Air Corps, Gordon returned from overseas duty and received his honorable discharge. In the meantime, John's family had moved to California, so he decided to remain there. In January 1946 he joined Universal Broadcasting company in Hollywood, as an account executive in charge of production of transcribed programs for the company, in addition to sales duties.

In late April of 1947 John Gordon was employed by KMBC as Manager for The Texas Rangers when this famed Western group returned to Hollywood after war service to continue their movie, radio and personal appearance work.

While on the West Coast, Gordon worked with The Texas Rangers in their three movies,

countless personal appearances, on their own CBS network radio program, and on the Hawk Larabee Show. When KTV first opened television operations in Hollywood, The Texas Rangers were featured in a half-hour program each week. In addition, their program was the first western television program to be Kinescoped in Hollywood.

After The Texas Rangers returned to the mid-west, John Gordon joined KMBC-KFRM in Kansas City as Production Director.

At the present time John produces a number of KMBC-KFRM features, including Rhymaline Time, and the Saturday night radio-stage hit Brush Creek Follies.

John and his wife and five children make their home in Lee's Summit and in his leisure time, John likes to go horseback riding, swim and hunt, but his main hobby is as a radio "ham."

Miss Whiting a 25 Year Veteran

Twenty-five years with the Midland Broadcasting Company



MISS WHITING

was the record achieved on March 15 by Miss Mildred Whiting. Coming to the company in 1926 as secretary to Mr. Arthur B. Church, she has also served as executive secretary to the company since 1928.

Well Suited

Charlie McCarthy has a wardrobe of more than 50 suits, including uniforms for virtually every sport and branch of the armed services—but Mortimer Snerd doesn't care much about clothes and owns only one suit (a rough tweed), a pair of overalls, a couple of extra shirts, a motorcycle helmet and two hats, both straw.

The Edgar Bergen-Charlie McCarthy show is heard every Sunday at 7:00 p.m., on KMBC for Coca-Cola.

Fund Raiser

Ralph Edwards, star and producer of CBS Truth or Consequences, is probably the No. 1 fund raiser of all time. He sold more than four billion dollars worth of E bonds during World War II, for which he won the Eisenhower award (the only one given).

Philip Morris Cigarettes is sponsor of Truth or Consequences. The program is heard on KMBC every Tuesday at 8:30 p.m.

OLD ORDER CHANGETH



It was a great day for Arthur B. Church, president and founder of KMBC-KFRM when the call letters K-M-B-C were hoisted to the top of the new Team headquarters. Above, the "B" is being raised to its place, completing the legend and superseding the old "Aarat" temple name which will be covered.



Here with are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

THE KMBC-KFRM TEAM

Peters Serum Company — for Serum, Vaccines & Veterinary preparations for farm animals, renews Grain & Produce Markets, with Phil Evans, Tuesday, Thursday and Saturday, 12:50 to 12:55 p.m.

Chrysler Corporation, a spot announcement schedule in behalf of Chrysler automobiles.

Southwestern Bell Telephone Co., a spot announcement schedule on telephone service.

Gland-O-Lac Company, a participating schedule on Monday, Wednesday and Friday on the Happy Home program, with Caroline Ellis, at 8:30 a.m., in behalf of Funjol.

Grove Laboratories, a spot announcement schedule for Bromo-Quinine.

Guthrie Biscuit Company (Division of Safeway Stores) a spot announcement schedule for crackers.

I. D. Russell Company, assumed sponsorship of the 10:40 a.m. Grain & Produce Markets, featuring Phil Evans, in behalf of poultry remedies and supplies.

KFRM

Lincoln-Mercury Dealers Assn., a spot announcement schedule for Lincoln-Mercury automobiles.

KMBC

Brown & Williamson Tobacco Corp., a spot announcement schedule for Viceroy cigarettes. Long-Hall Launderers & Dry Cleaners, for laundry service, spot announcement schedule.

O'Cedar Corporation, in behalf of Dri-Glo polish, a spot announcement schedule.

Perry Motor Company, a spot announcement schedule for Pontiac cars and service.

NuVac Furnace Company, a spot schedule for whirlpool washers, ironers and dryers.

Procter & Gamble, a spot announcement schedule for Duz.

Woolf Brothers, a spot announcement schedule for hosiery and women's clothing.

Jenkins Music Company, a spot announcement schedule in behalf of Motorola TV receivers.

GREATER K. C. 17th IN NATION

INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



PET JUDY LYNN, new singing star of CBS was the belle of Columbia University's Inter-Fraternity Ball recently. Obviously, Judy is well qualified for a place among the Heart Beat beauties.



PATRICIA WHEEL, frequent star of CBS' "Theatre of Today" financed a recent study tour of Europe by reporting assignments, film writing and acting.

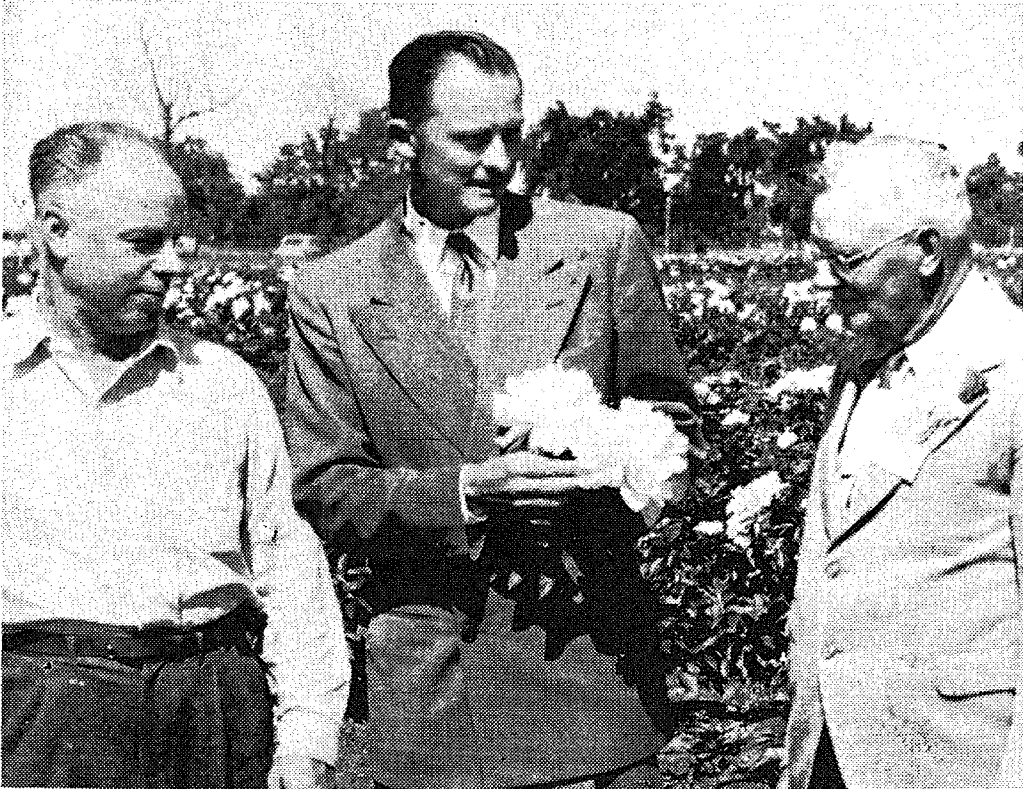


PETITE SUSAN DOUGLAS of CBS' "Aunt Jenny" series, constantly cast as the typical American girl in radio, television, stage and films, came to this country from her native Czechoslovakia when she was fifteen, studied with voice coaches and completely overcame her accent in eight years.

Like Father Like Son

Bobby White, 14-year-old singer-actor on CBS' Hilltop House, claims his vocal gifts are pure heritage. Both his father and his mother trace their ancestry to the famous Irish harpist-bard, Byrne, who lived four centuries ago. Joseph White, Bobby's father, is remembered as the Silver Masked Tenor of early radio days. Hilltop House is heard on KMBC, Monday through Friday at 2:00 p.m. The sponsor is Miles Laboratories, Inc.

OLD "DIRT DOBBER"



Sam Caldwell, "The Old Dirt Dobber," heard on the Garden Gate program at 10:45 a.m. each Saturday on KMBC, is shown here, center, talking over horticultural problems with peony experts Allen Wild and W. F. Christman.

Joe O'ffill Sponsors "Bold Venture"

The famous team of stars, Humphrey Bogart and Lauren Bacall, is now heard over KMBC in a new action-packed adventure series entitled "Bold Venture." The Joe M. O'ffill Nash dealer sponsors the series heard each Wednesday night at 8:00. The fast-paced action is set against a rough and tumble tropical waterfront with the two top stars bringing stark realism to the half hour of adventure. David Rose both composes and directs the theme and mood music.

Thurston Renews

Your Farm and Ours, one of three daily informative five-minute farm features by Ken Parsons on The KMBC-KFRM Team, recently was renewed for another cycle by the Thurston Chemical company.

KMBC-KFRM News

(Continued from Page 1)
importance in facilitating the work of the five-man staff in presenting the numerous daily newscasts. Wire service coverage for state, national and international news is supplemented by local and regional correspondents who assist the department in hometown headline stories. Most important of all, however, is the news staff personnel. In this regard, The KMBC-KFRM Team is especially fortunate. A full time staff of five name-newsmen, all graduates in college journalism, with practical experience in newspaper and radio broadcasting prior to joining KMBC-KFRM, include such familiar names as John Farmer, Bill Griffith, Jack Benton, Henry Wheat and Hal Harvey. This quintet operates on an 18-hour per day basis, in order to insure KMBC and KFRM listeners in Kansas City's vast Primary Trade area the latest, up-to-the-minute headlines. Each of the five men is thoroughly trained, with rich backgrounds in the news field. Each and every newscaster compiles, edits, writes and delivers his own newscast—especially prepared for mid-western audiences. Because of KMBC's enviable record over the years, and top ratings in news broadcasting, it's understandable why we're proud of our slogan: "To Keep In Touch With The Times, Keep Tuned To KMBC-KFRM".

FIRST FROM NEW STUDIO



The Rhymaline Gang, pictured above, had the distinction of presenting the first program from the new studios at 222 West 11th street, on the morning of February 21. Shown here, left to right, Ruel Joyce, Harry Jenks, Charlie Pryor, David Andrews, Joe Manning and Herb Kratoska.

"Kings Row" New Radio Serial Drama

The story that made a great book and movie, Kings Row, is now heard as a new radio serial drama on KMBC. Sponsored by the Colgate-Palmolive-Peet Company, the adventures of the people and town that fascinated America are heard each weekday afternoon at 2:15. The characters from Missouri-born Henry Bellamann's million-copy novel are portrayed by well-known radio performers Francis DeSales, as the brilliant young psychiatrist Dr. Parris Mitchell;



CHARLOTTE MANSON . . . Charlotte Holland, as his gracious, fragile wife, Elise Mitchell; Charlotte Manson, as the widowed Randy Monaghan McHugh; and Jim Boles, as the ruthless, politically ambitious attorney Fulmer Green.

Latest Census Figures Show Huge Gain; Population Increase 17.7% In Ten Years

Metropolitan Kansas City now ranks seventeenth among the great urban centers of the United States. The population area has been listed by the bureau of the census as 808,231. This represents a gain of 121,588 which is nothing short of spectacular.

Ferry-Morris Again Airs "Garden Gate"

Gardening expert Sam Caldwell and his Garden Gate program are being sponsored during the pre-planting season for the seventh consecutive year by the Ferry-Morse Seed Company. Known as the "Old Dirt Dobber," Caldwell gives news and answers questions on horticulture and seasonal care of plants and soil on his 10:45 a.m. Saturday show on KMBC.

The increase amounts to 17.7 percent. Proportionately this is a greater growth than experienced by New York, Chicago, Philadelphia, Boston, Pittsburgh, St. Louis, Cleveland, Buffalo, N.Y., Cincinnati or Milwaukee. The area of Metropolitan Kansas City as defined by the census bureau includes four counties, Clay, Wyandotte, Johnson and Jackson. The former two are in Missouri, the latter two counties are in Kansas. The major factors in the big population jump during the past decade were the influx of workers during World War II and the rapid expansion of industry in the post war era. Further, the gain continues. In the past 10 months since the census, it is estimated that there has been an increase of 5000 population in the four county area. KMBC-KFRM officials in commenting on the new population figures pointed out that the gain of 17.7 and the continual increase means a similar gain in potential buying power of the area. They stated that, "such a trend is great news for KMBC clients." KMBC completely dominates the listening habits in the area both daytime and nighttime.

Kansas City itself rates twentieth in the nation. The largest increase in the metropolitan census occurs in Johnson county, Kansas, where the gain was 84.4 per cent.

KEY LIVESTOCK MEN



Three top officials of the Kansas City Livestock interests, talk over problems with Phil Evans and Bob Riley of The KMBC-KFRM Team. Shown left to right are John Wilkin, president of the Kansas City Livestock Traders Exchange, Phil Evans, Jay Dillingham, president of the Kansas City Stockyards Company, Bob Riley, and Cliff Kane, president of the Kansas City Livestock Exchange. Kansas City Livestock interests sponsor Riley on "Man From The Stockyards" weekday mornings at 6:35, and Evans on "This Livestock Business" Saturdays at 12:30 p.m.

Kansas City Host To Horace Heidt

Horace Heidt and the Columbia Broadcasting System have been awarded the National Conference of Christians and Jews annual award for outstanding contributions to mutual understanding. The citation was presented to Heidt for his "Original Youth Opportunity Program." The popular program is heard at 8:30 p.m., every Sunday over KMBC for Philip Morris Cigarettes. On March 4 Heidt and his troupe visited Kansas City for a personal appearance and to audition local talent for appearances on his broadcasts.

"My Friend Irma" Has Australian Version

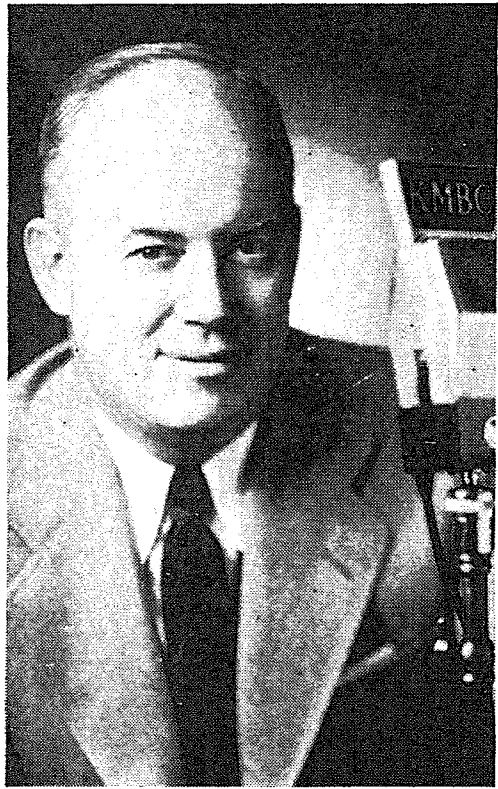
My Friend Irma, the bright comedy program which has delighted American audiences for the past four years, is now a network feature of Australian radio. Irma, portrayed by Marie Wilson, is continuing to win additional admirers through two films based on the program, a daily comic strip, a periodical comic book in color and a three-act comedy for summer stock and amateur theatrical groups. My Friend Irma is presented on KMBC at 9:00 p.m., Mondays, for the Lever Brothers Company.

STAFF CHANGES ANNOUNCED

Sponsors Renew Farm Features

Produce, Poultry and Grain Markets, heard at 12:50 p.m., each week-day on The KMBC-KFRM Team, featuring Farm Service Director Phil Evans, has been renewed by the two companies that sponsor the popular farm feature.

Evans, the Midwest's most widely known agricultural authority, broadcasts these up-to-the-minute programs from The KMBC-KFRM Service Farms, near Stanley, Kansas. Because of his wide following, and timely, informative broadcasts, satisfied sponsors continue to renew these programs.



PHIL EVANS . . .

The Peters Serum Company, in behalf of serum and vaccines, has just renewed the five-minute feature on Tuesday, Thursday and Saturday.

The Monday, Wednesday and Friday programs are under the sponsorship of Garst & Thomas for Pioneer Hybrid Seed Corn.

Caroline Ellis Gets New Sponsor

Caroline Ellis, for more than 17 years a well-known woman commentator in the Heart of America, is featured on the Happy Home program at 8:30 a.m., each morning, Monday through Friday on The KMBC-KFRM Team.

Recently the Celanese Corporation renewed this quarter-hour program on Tuesday and Thursday, in behalf of celanese products.



CAROLINE ELLIS . . .

In addition, not long ago the Gland-O-Lac company assumed participating sponsorship of a part of Caroline's program on Monday, Wednesday and Friday.

On her chatty, informal program, Caroline talks on a wide variety of interesting subjects.

Rutherford Repeats On Bill Griffith

The Mid-Morning News, featuring Bill Griffith, aired over The KMBC-KFRM Team at 10:30 a. m., each weekday morning recently was renewed for a year by the Rutherford Food Corporation, for its Hy-Power chili and tamales.

This important news feature, heard immediately following Arthur Godfrey on KMBC, and Harry Jenks on KFRM, reaches a large midwestern audience. The Rutherford company has found that this particular news program, featuring Griffith, the most widely known morning newscaster in the area, is an ideal vehicle to tell the housewife about Hy-Power food products.

Farmer Noon News Renewed By Sponsor

John Farmer and the 12 o'clock noon Dinnerbell Edition of the News has been renewed by Duff & Repp Furniture company, for furniture and household goods, on Monday, Wednesday and Friday.

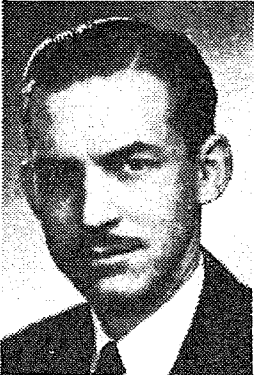
Farmer's noon newscast, a ten-minute program which starts The KMBC-KFRM Dinnerbell Roundup feature each week-day, is one of the highest rated daytime news programs in the mid-west.

With added importance to news events because of world conditions, Duff & Repp has found that this news feature is an ideal program to bring their commercial messages into thousands upon thousands of homes in Kansas City's Primary Trade area.

Wheat 'Weather' Wins Wide Welcome

Authoritative weather news, liberally spiced with humor, is the formula used by KMBC-KFRM's "weatherman," Henry Wheat. Heard at 7:25 a.m., for Nutrena each weekday morning, Monday through Saturday, he presents the official weather report for a five state area in a manner that has won him a wide listening audience.

Unleashing his colorful imagination, listeners are apt to hear about how "Old Man Weather" injured his lung in the last windstorm or how the human race is down on him since he delivered the last sleet storm.

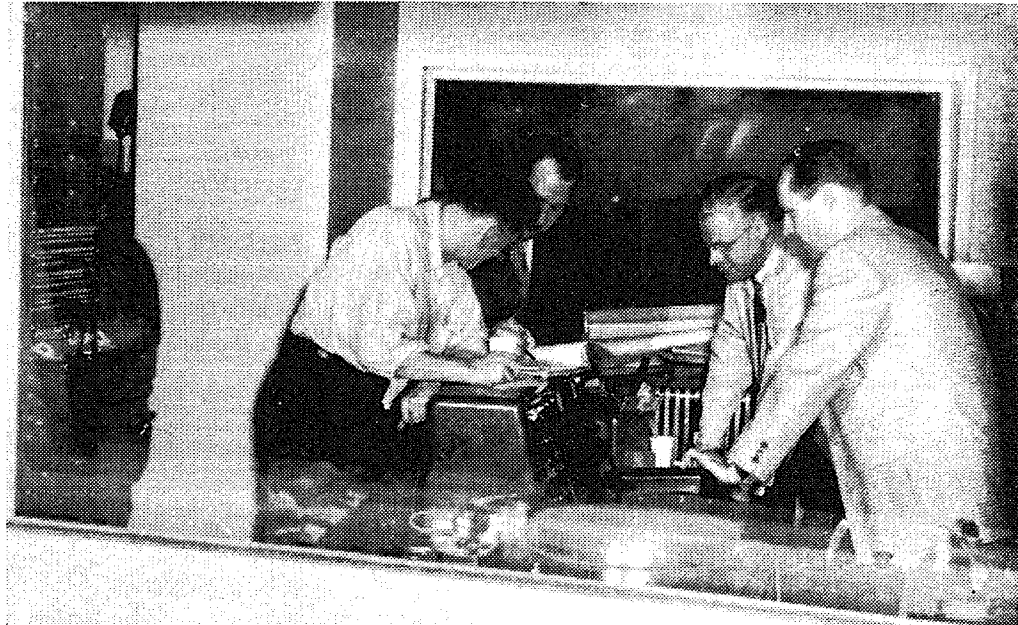


HENRY WHEAT

"ON THE MOVE"



The four photographs shown here were taken between midnight and 6 p.m. on the morning of February 21, in the new KMBC-KFRM headquarters at 222 West 11th. In the picture above Music Librarian John Gilbert and Laura Beth Yergovich start the huge task of putting things in their proper place.



This view, taken through glass from Studio A, shows engineers Frank Barker, Ken Cook, studio director Ken Krahl, and Fred Cole discussing a knotty problem in the Master Control room. Note extraordinary compactness of control block.



Newsmen John Farmer, left, and Jack Benton, right, are working on an early morning news bulletin to make it easier for Bill Griffith when he reports at 4:45 a.m. to assemble his first newscast from the new building. Engineers in the background are making last minute adjustments in the news studio.



Engineers Ed Wasey, Clark Smith, and chief engineer Ray Moler are pictured at work on the engineering control room for KFRM. This photo was taken through glass, from the KFRM studio in the new headquarters.

Storm New Promotion Man; McDermott To Sales

Harold Storm, veteran promotion and film man, has been appointed Director of Promotion of KMBC and KFRM, succeeding John S. McDermott, according to an announcement by Karl Koerber, Vice President and Managing Director of the company.



HAROLD STORM

Storm, with more than 20 years of promotional experience, comes to KMBC-KFRM from Omaha, Nebraska.

His radio background dates back to Sioux City, Iowa, and his high school days, later at the University of Nebraska. After leaving college, he became Director of Radio and assistant to the advertising manager of a mid-west grocery chain.

In 1941 Storm became Promotion Manager of WNAX, Yankton, S. D. He remained at the Cowles Yankton outlet until 1943, at which time he was transferred by the Cowles company to Des Moines and KSO and KRNT.

He joined the staff of WOW, Omaha in 1945 as Publicity Director. In 1947 he was responsible for that station's Peabody Award winning series "Operation Big Muddy," and in 1948 turned out the "Regimented Raindrops" series which picked off four of the nation's top radio awards.

Storm participated in the entire WOW-Television three-year experimental set-up and in July of 1949, added the position of Director of Film Facilities and Procurement to his duties.

In 1940 Storm resigned his position to join KFAB, Omaha's 50kw CBS outlet, acting as Director of Publicity and handling special promotion assignments for KFAB General Manager Harry Burke.

In his new position McDermott will report to George J. Higgins, vice president in charge of sales for KMBC-KFRM.

McDermott first broke into radio in 1938, while at the University of Nebraska, on the program side, doing sports and special events. In 1941 he came to Kansas City as assistant publicity director for Mid-Continent Airlines. McDermott joined the Chamber of Commerce staff in 1942 and was Publicity Director for three years before becoming Executive Assistant to the C. of C. manager.

McDermott joined KMBC in 1947, and moved into the promotion directorship in 1948.



JOHN S. McDERMOTT

Windex Schedule

Windex has taken over three-day-a-week participating sponsorship of Caroline Ellis' "Happy Home." (KMBC-KFRM Monday through Friday 8:30 a.m.). It is suggested that dealers check stocks immediately in order to meet spring demands for Windex. The Windex announcements are heard Mon., Wed. and Fri.

WATCH FOR YOUR MAY ISSUE OF HEART BEATS!

A special issue of Heart Beats will be printed in recognition of KMBC's 30th Anniversary and Grand Opening. Be sure you watch for your copy!

The KMBC-KFRM Team
222 W. 11th St.
Kansas City 6, Mo.

Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
KANSAS CITY, MO.
Permit No. 2581

KMBC KFRM

HEART BEATS

from the Heart of America

VOL. 9, NO. 3

KANSAS CITY'S RADIO MERCHANDISER

ANNIVERSARY ISSUE, 1951

GALA OPENING FOR "KMBC BUILDING"

Arthur B. Church Celebrates "30 Years & 30 Days"

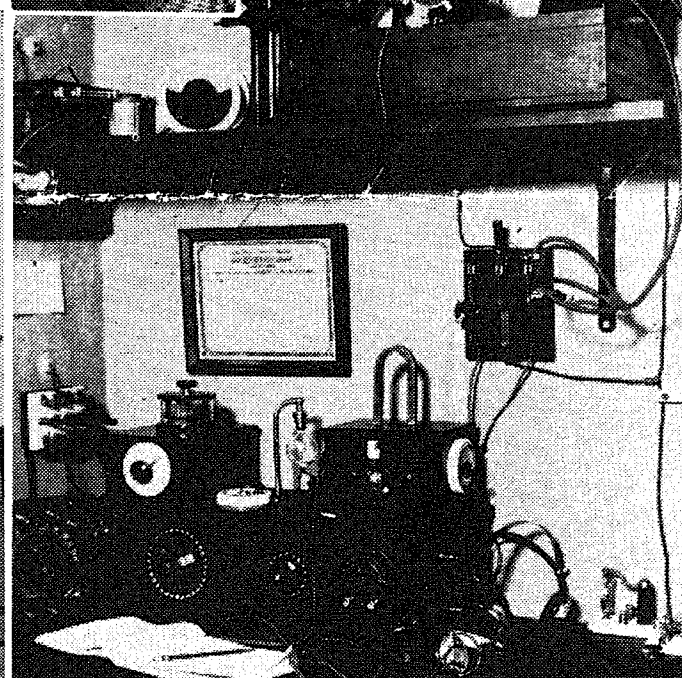
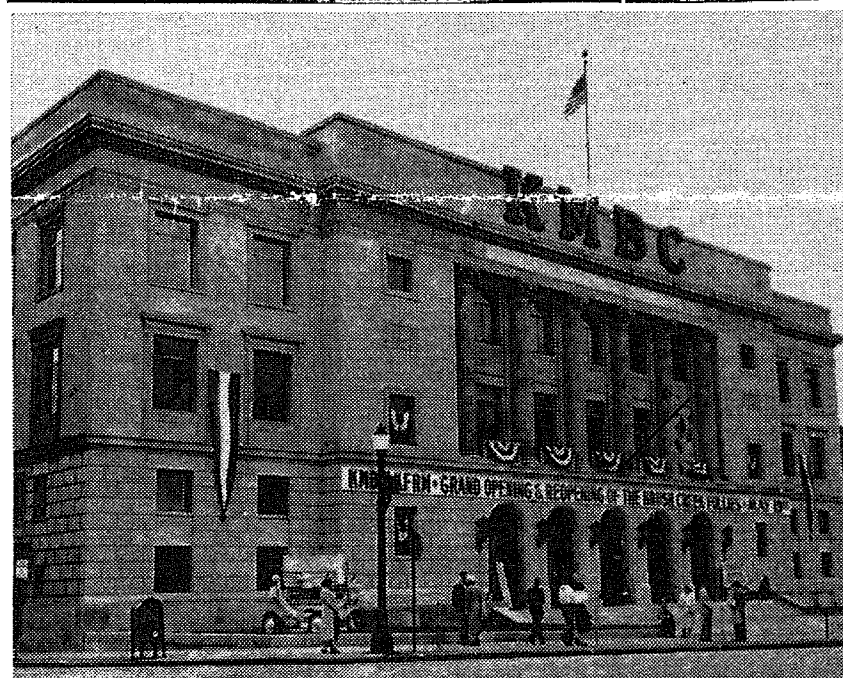
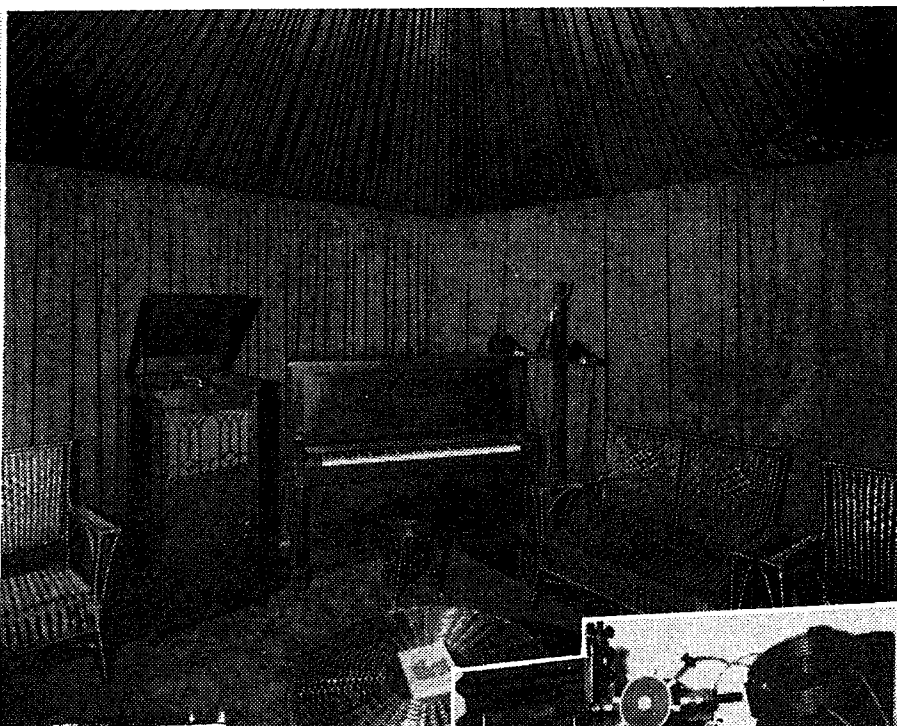
Holder of Life Membership Card
No. 5 in Radio Pioneers Club

The public opening of KMBC Building, Kansas City's Radio & TV Center, May 19th, actually climaxed Arthur Church's 30 years and 30 days in broadcasting. This achievement is in distinct contrast to his first effort to build a 1000-watt radiophone broadcasting station in Kansas City in 1920 when he failed to raise sufficient funds for what then would have been the nation's most powerful station—KDKA, Pittsburgh, was then 500 watts.

Today KMBC, with its team-mate KFRM, covers the entire Kansas City trade territory, from Central Missouri to Colorado, and "The Team" programs are the favorites of radio listeners throughout the vast area, by a wide margin. According to March-April Hooperatings for Kansas City, KMBC is the favorite by odds of 3 to 2—quite an honor for Columbia Broadcasting System's 6th oldest affiliate.

Arthur Church started his career in radio in 1913, as a radio amateur, attending commercial radio trade school classes between college terms. In 1914 he built his own amateur station, 9WU, Lamoni, Iowa. In 1915 he began using 9WU for selling wireless apparatus and supplies to amateurs and schools. He was one of the first—if not the first, to use radio to sell merchandise. Mr. Church obtained his first grade commercial radio operator's license in 1916, and in 1917 he left Iowa State College to organize a radio class for draft eligibles, at Graceland College, in co-operation with the War Department. In 1918, he enlisted as a "buck

A LIFETIME DEDICATED TO RADIO



Determined, resourceful Arthur B. Church started from small beginnings to make the KMBC-KFRM Team what it is today. In the upper right is pictured the first studio of KMBC's predecessor, WPE. The studio was built and used in 1922. Lower right is Mr. Church's first amateur station, licensed as 9WU and built in 1915 with which he first used radio as a selling medium. Lower left is KMBC Building, the new home of the Team at 11th and Central streets, it faces another great building two blocks south—Kansas City's huge Municipal Auditorium and Music Hall.

private" in the U. S. Signal Corps. After a special duty assignment at Fort Leavenworth, where he outlined a course in radio instruction for non-commissioned officers he was transferred to the Signal Corps Officers Training School, Franklin Cantonment, Camp Meade, Maryland. Caught in the 1918 flu epidemic, he sub-

sequently rejoined the non-com school which, meanwhile, had moved to Franklin Cantonment. There, until his discharge after the war, he had charge of the school's electrical and radio laboratory.

Arthur Church left the military service to continue broadcasting and building and selling radios.

In the fall of 1919, he began operating code station 9 ZH. In the winter of 1919-1920, he sold the first factory-built radio telephone transmitter to be used in the midwest, to Nebraska Wesleyan University at Lincoln, Nebraska.

He moved to Kansas City in (Continued on page 3)

Kansas City Challenges New York, H'wood on Facilities

"On schedule" the first programs were broadcast from KMBC's modern new studios (pic. page 5) February 21, 1951.

Kansas City's new radio and television center surpasses any building of its kind except in New York and Hollywood. The new radio studios, with acoustical treatment designed and installed by Johns-Manville, with the finest available new equipment, indicate the faith of Arthur Church and his associates in the future of radio broadcasting.

TV Playhouse

One of the main attractions of KMBC Building is the new 2,600 seat TV Playhouse termed "Kansas City's most comfortable Theatre." The Saturday night stage shows of the "Brush Creek Follies" are now originating from this air theatre. The "Kansas City Town Hall" will present its 1951-52 Concert and Lecture Series, also its Travel and Adventure Series in TV Playhouse this fall and winter. The 31 performances makes Town Hall a wonderfully important client for Playhouse.

TV Studio, one of the largest in the nation, is currently used for Saturday night Barn Dance after Brush Creek Follies. 700 square dancers crowded TV Studio the night of the Grand Opening.

Less than half the office space in their huge new home has been occupied by the more than 100 staff members of the KMBC-KFRM Team. The excess space will be rented until future television expansion requires its recall. United Press Associations signed the first lease for its Kansas City headquarters. (Pic. page 5).

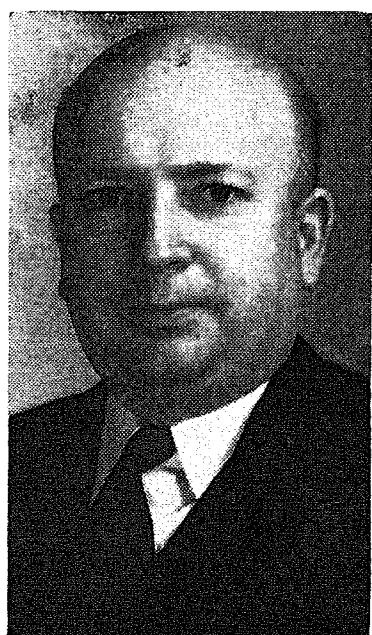
FIRM HANDS DIRECT OPERATIONS



KARL KOERPER
Vice President, Managing Director



GEORGE J. HIGGINS
Vice President in charge of Sales



A. L. "JERRY" TAYLOR
Vice President in charge of television



MRS. ARTHUR B. CHURCH
Director



DUPUY WARRICK
Director—Counsel



MILDRED WHITING
Secretary

Capable hands aid Mr. Church in the direction of KMBC-KFRM. Above are pictured the officers and directors of Midland Broadcasting Company.

- KMBC - 30th ANNIVERSARY ISSUE -

HEARTBEATS

from the Heart of America

VOL. 9, NO. 3 KANSAS CITY'S RADIO MERCHANDISER Anniversary Issue, 1951

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.

The KMBC-KFRM Team MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager
Karl Koerper, Vice President and Managing Director
George J. Higgins, Vice President in Charge of Sales
G. L. Taylor, Vice President in charge of television

Published by the KMBC-KFRM Promotion Department
Harold Storm, Director of Promotion

Nationally Represented By
FREE & PETERS, INC.

CHICAGO (1) 230 N. Michigan Franklin 2-6373	NEW YORK (22) 444 Madison Ave. Plaza 9-6022	SAN FRANCISCO (4) 58 Sutter Sutter 1-4355
DETROIT (26) 3463 Penobscot Bldg. Woodward 1-4255	HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 9-2151	ATLANTA (3) 322 Palmer Bldg. Main 5667
		FORT WORTH 406 W. 7th Street Fort Worth 36-3349

HEART MURMURS

BY PAT AND JO

ANNIVERSARIES: A glance at the official archives shows a number of notable anniversaries during the months of May and June. Sam Molen, Tim West, Caroline Ellis, David Andrews, Eadie Forshey, Finley Lee Dougherty, Bob Riley, Joe Manning, Dorothy Dreis, Jim Burke, Paul Taylor and Ed Wasey all claim May as the lucky month they joined The Team.

June was responsible for the arrival of Karl Koerper, Lee Stewart, Jay Dick, Jerry Collins, Pat Powers and Cap'n Ray Hudgens.

BALANCE OF POWER DEPT': The other day, as the whole feminine contingent of the staff was gracefully

grouped on the stairs for the picture below, Program Director Rod Cupp almost scared away the birdie by demanding to dictate some letters IMMEDIATELY! "You're supposed to be answering the telephone", snapped secretary Pat Gordon. Whereupon Program Director Cupp faded away—presumably to answer the telephone. (The girl with the triumphant smile in the picture, is Pat.)

HONORABLE MENTION: Our nomination for the most graceful woman of the month—Nancy Goode! We hear she took a nose-dive in front of the American Hereford Association building. She offered the feeblest excuse

we've heard in many a day. Claims she was walking down the street, minding her own business, when a piece of string jumped up and tripped her. You'd think a gal who can whip up those delicious recipes would be able to think up a more original alibi.

IT'S AN AWFULLY nice feeling to know that in a time of great emergency, most people are ready and willing to extend a helping hand. Witness the activities of John Farmer, Bill Griffith, Hal Harvey, Henry Wheat and Jack Benton of the news staff, who stayed on duty twenty-four hours a day during the recent flood tragedy... and who's reports, incidentally, were so carefully checked and verified that not once during the crisis was it necessary for KMBC to retract a statement. (We think that's a pretty magnificent record.) The Team's three switchboard operators volunteered for continuous duty—handling the steady stream of incoming calls. Special Events Director Jim Burke, Sports Director Sam Molen, and the Engineering Staff manned Mobile Units, so that on-the-spot reports from stricken areas could be broadcast on a 24-hour basis.

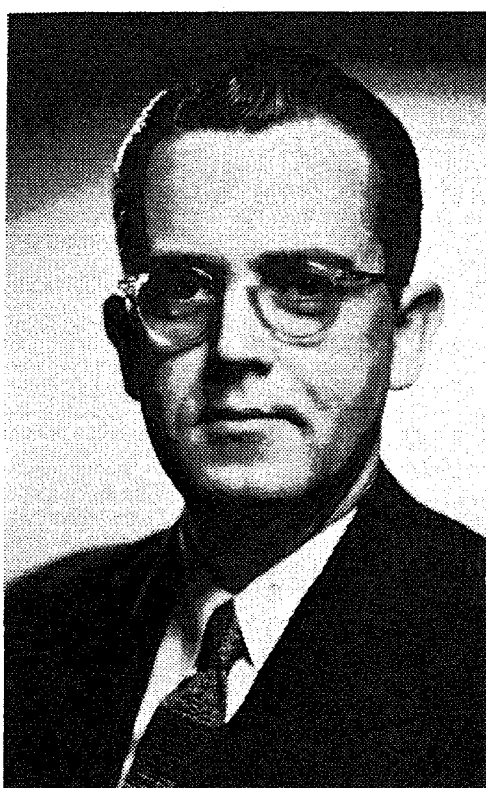
We've named only a few of the more spectacular services rendered by members of The Team family—needless to say, everyone on the staff stood by to help in the tremendous job of broadcasting vital information to thousands of people in desperate need. It was a job well done!

KMBC-KFRM "LOVELIES"



The beaming group above comprises the feminine half of the KMBC-KFRM family. Front Row, from left to right: Marie Griffin, Lora Beth Yergovich, Edith Forshey, Maxine Raef. Second Row, left to right: Pat Gordon, Lucille Yust, Hazel Hildebrandt, Frances Clarke, Lucille Stone. Third Row, left to right: Nadine Cates, Pat Powers, Helen Charles, Helen Crawford, Dorothy Dreis. Fourth Row, left to right: Ruthanna Thomas, Joann Blackwelder, Catharine Bailey, Janet Wooten, Pat McWilliams.

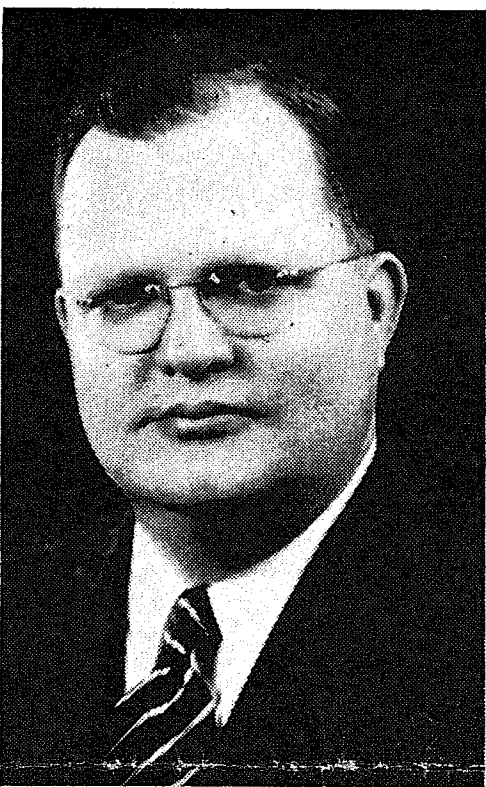
PRESIDENTING KMBC-KFRM DEPARTMENT HEADS



J. NOLAND FRANZ
Pictured above is J. Noland Franz, KMBC-KFRM's Comptroller and Administrative Assistant. In addition to his duties on the financial and administrative side, he also acts as Personnel Manager for the company.



RODERICK B. CUPP
In the capacity of Program Director, Roderick B. Cupp is in charge of all program content and scheduling. He's the man who decides the "what and where" of all shows on the KMBC-KFRM program line-up.



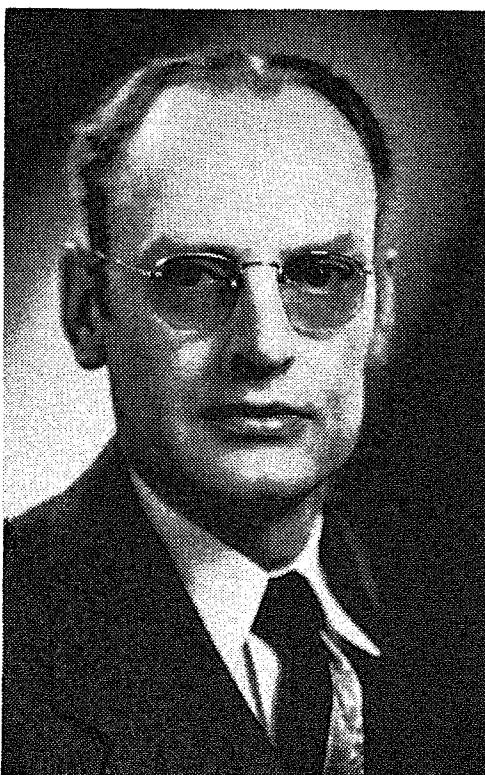
RAY MOLER
Supervision of all engineering activities is up to the Chief Engineer, Ray Moler. Having been with President Arthur B. Church in his broadcasting ventures since 1921, Moler has devoted 30 years to radio engineering.



KENNETH KRAHL
Studio Director Kenneth Krahl is another long time associate of Arthur Church and KMBC. His responsibilities include those of Superintendent of KMBC buildings.

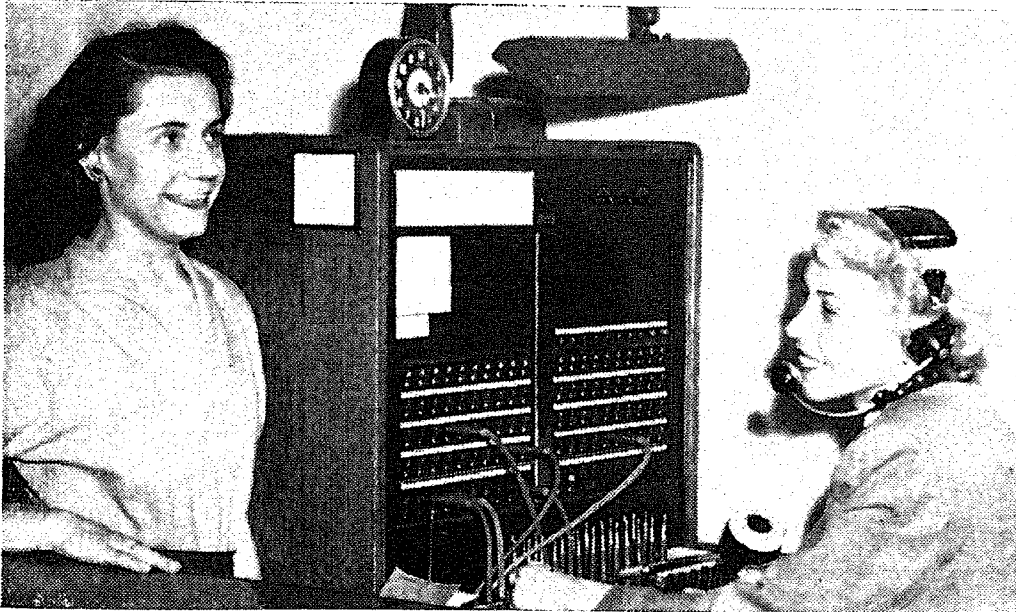


DR. CHARLES F. CHURCH, JR.
As Director of Education and Research, Dr. Charles F. Church oversees the myriad details of all research and survey work for The KMBC-KFRM Team. Educational programs are carried out under his supervision.



HAROLD W. STORM
A comparative newcomer to the staff is Harold W. Storm, Director of Promotion. He is the "idea man" back of the hard-hitting publicity and advertising program through the great KMBC-KFRM Trade Area.

THE TEAM'S BUSY PBX OPERATORS



KMBC-KFRM Switchboard operators are kept on their toes taking care of the many incoming and outgoing calls. Marianna Fracul, left, and Mary Lou Wilson, right, are snapped as they enjoy a moment's lull.



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

THE KMBC-KFRM TEAM

National Biscuit Company renews sponsorship of the 12:55 p.m. Noon Dinnerbell Edition of the News with John Farmer, Monday through Saturday.

Thurston Chemical Co., renews Ken Parsons and Your Farm and Ours at 6:25 a.m., weekdays.

Emery, Bird, Thayer renews Jack Benton and the Early Evening Edition of the News, 6:00 p.m., Monday, Wednesday and Friday.

Rice Sausage Co., renews the Coffee Cup Final News with Bill Griffith, 8:15 a.m., Tues., Thurs., and Sat.

Union Pacific Railroad renews the Morning Sports Page with Sam Molen at 8:20 a.m., Mon., Wed. and Sat.

Thompson-Hayward Chemical Co. now sponsors Better Farming with Ken Parsons at 6:55 a.m. weekdays.

Peters Serum Co. has renewed the Grain & Produce Markets with Phil Evans at 12:50 p.m., Tues., Thurs., and Sat.

General Electric Supply Corp., is sponsoring the Morning Sports Page at 8:20 a.m., Tues., Thurs., and Sat., featuring Sam Molen.

Maxwell House, a spot schedule for Instant Coffee.

Lever Brothers, a spot announcement schedule for Jelke Good Luck Margarine.

Bireley's Division General Foods, a spot announcement schedule for Bireley's soft drink.

McCall's Service Station has assumed sponsorship of Brush Creek Follies, KMBC, 8:30-8:45 p.m., Saturday; KFRM 2:00-2:15 p.m., Sunday.

Kansas City Livestock Interests is sponsoring This Livestock Business with Phil Evans, 12:30 p.m., Saturdays.

Peter Paul, Inc., has renewed sponsorship of the Noon Dinnerbell Edition of the News with John Farmer, Tues., Thurs., and Sat., at 12:00.

Purity Bakeries has renewed sponsorship of Western Echoes at 5:30 p.m., Monday through Saturday.

Standard Oil, has renewed sponsorship of Sam Molen's Sports Highlights, Monday through Saturday at 6:10 p.m.

Kansas City Willys Dealers has assumed sponsorship of the Brush Creek Follies, KMBC, 9:00-9:15 p.m., Saturday, KFRM 2:31-2:45 p.m., Sunday.

Becklean Co. has assumed sponsorship of the 8:25 a.m. Weather News with Henry Wheat, Mon., Wed., and Fri.

Oldsmobile Dealers of Greater Kansas City are sponsoring Sports Highlights with Sam Molen each Sunday at 5:55 p.m.

I. D. Russell Co., has renewed the 10:40 a.m. Grain & Produce Markets with Phil Evans, Monday through Saturday.

Mid-America Insurance Co., is sponsoring the Weather News with Henry Wheat, Tues., Thurs., and Sat., at 8:25 a.m.

Block Drug Co., a spot announcement schedule for Ammi-Dent Tooth Powder & Paste.

KMBC

Theo. Hamm Brewing Co., renewed 9:40 p.m. Parade of Sports (Continued on page 7)

GREAT CREDIT TO ENGINEERS

SCHEDULE FOR KMBC-KFRM NEWS, SPORTS AND WEATHER BROADCASTS

The KMBC-KFRM news department presents 66 newscasts on KMBC and 59 newscasts on KFRM each week. Below is the news broadcast schedule of The Team.

- KMBC NEWS SCHEDULE -
6:00 a.m. (Mon. thru Sat.)..... Bill Griffith
7:15 a.m. (Mon. thru Sat.)..... Bill Griffith
7:15 a.m. (Sun.).....John Farmer
8:15 a.m. (Mon. thru Sat.)..... Bill Griffith
10:30 a.m. (Mon. thru Sat.)..... Bill Griffith
10:30 a.m. (Sun.).....John Farmer
12:00 Noon (Sun. thru Fri.)..... John Farmer
12:00 Noon (Sat.).....Bill Griffith
12:55 p.m. (Mon. thru Fri.)..... John Farmer
12:55 p.m. (Sat.).....Bill Griffith
3:25 p.m. (Sun. thru Fri.)..... John Farmer
3:25 p.m. (Sat.).....Jack Benton
5:45 p.m. (Sun.).....John Farmer
6:00 p.m. (Mon. thru Sat.)..... Jack Benton
9:30 p.m. (Mon. thru Sat.)..... Jack Benton
9:30 p.m. (Sun.).....John Farmer
10:30 p.m. (Mon. thru Sat.)..... Jack Benton

- KFRM NEWS SCHEDULE -
6:00 a.m. (Mon. thru Sat.)..... Bill Griffith
7:15 a.m. (Mon. thru Sat.)..... Bill Griffith
7:15 a.m. (Sun.).....John Farmer
8:15 a.m. (Mon. thru Sat.)..... Bill Griffith
9:45 a.m. (Mon. thru Sat.)..... Henry Wheat
10:30 a.m. (Mon. thru Sat.)..... Bill Griffith
10:30 a.m. (Sun.).....John Farmer
12:00 Noon (Sun. thru Fri.)..... John Farmer
12:00 Noon (Sat.).....Bill Griffith
12:55 p.m. (Mon. thru Fri.)..... John Farmer
12:55 p.m. (Sat.).....Bill Griffith
3:26 p.m. (Sun. thru Fri.)..... John Farmer
3:25 p.m. (Sat.).....Jack Benton
4:45 p.m. (Mon. thru Sat.)..... Hal Harvey
5:45 p.m. (Sun.).....John Farmer
6:00 p.m. (Mon. thru Sat.)..... Jack Benton

KMBC-KFRM SPORTS
With Sam Molen
8:20 a.m. (Mon. thru Sat.)
KMBC-KFRM
5:55 p.m. (Sun.) KMBC-KFRM
6:10 p.m. (Mon. thru Sat.)
KMBC-KFRM
9:40 p.m. (Sun. thru Sat.) KMBC
10:40 p.m. (Mon. thru Sat.) KMBC

Weather news on all KMBC-KFRM newscasts. Also as follows:
6:07 a.m. (Mon. thru Sat.) Weather Reports KMBC-KFRM
7:25 a.m. (Mon. thru Sat.) Henry Wheat KMBC-KFRM
8:25 a.m. (Mon. thru Sat.) Henry Wheat KMBC-KFRM
5:30 p.m. (Sun.) Weather Bureau KMBC-KFRM
6:15 p.m. (Mon. thru Sat.) Weather Bureau KMBC-KFRM
A complete schedule of ALL programs on The KMBC-KFRM Team is printed on page 8.

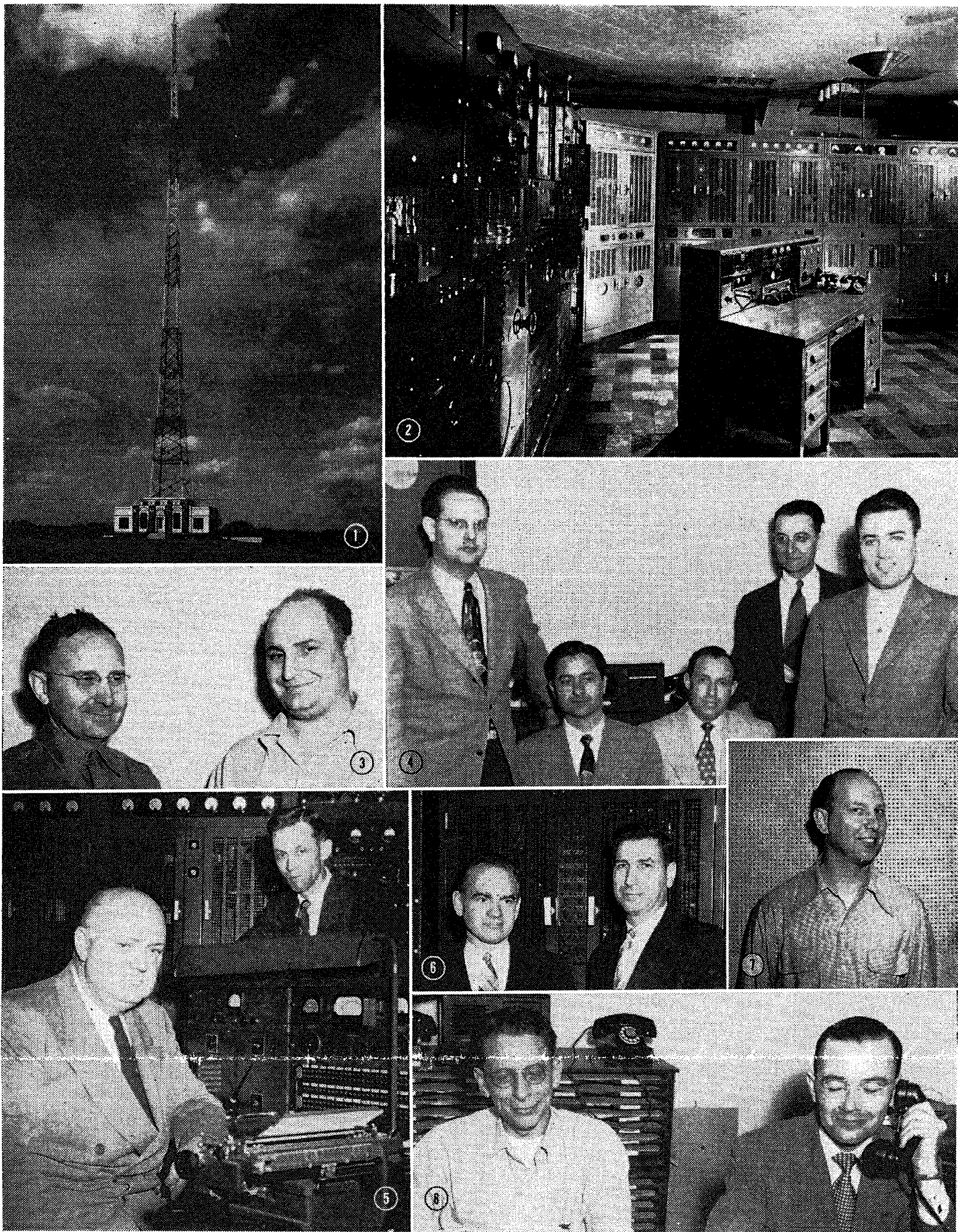
KMBC HISTORY

(Continued from page 1)

1920, and established the Central Radio Company and the Central Radio School. He attempted to raise subscriptions to build, for the Reorganized Church of Jesus Christ of Latter Day Saints, what would have been the first church-owned broadcasting station in the world. About the same time, license was issued to Central Radio School to operate station 9 AXJ.

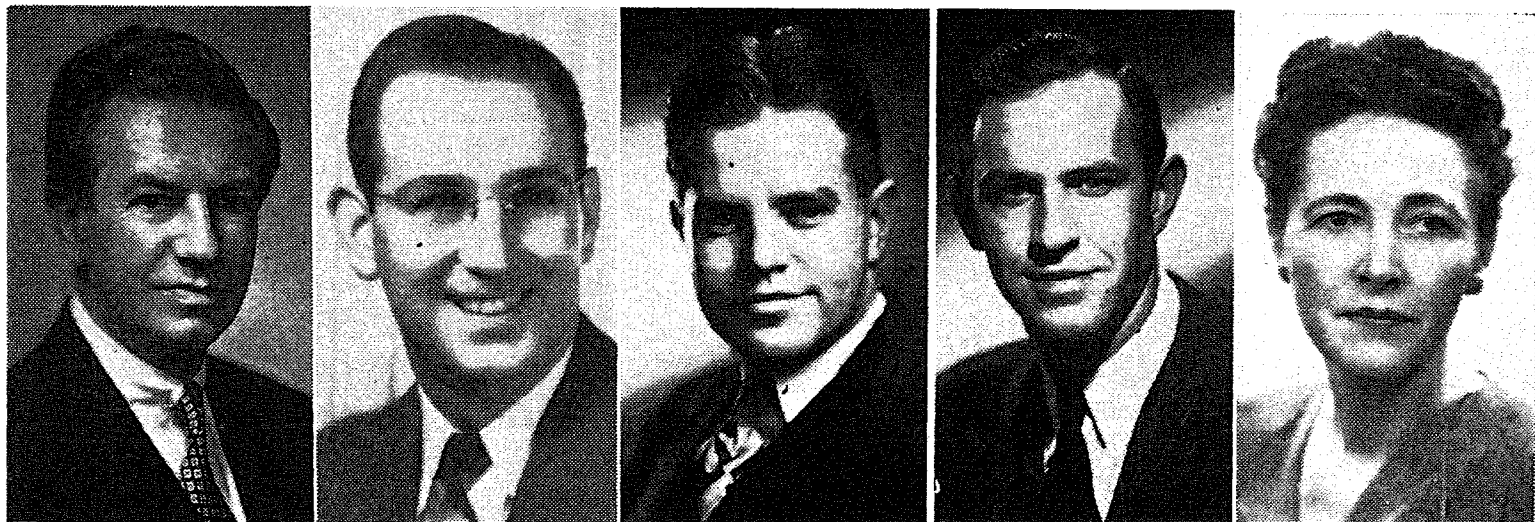
On April 21, 1921, 9 AXJ made its first experimental broadcasts. 9 AXJ is the parent of KMBC. It was over the facilities of 9AXJ, that Arthur Church gave the first public radio demonstration in the midwest. He constructed the first broadcasting studio in the midwest in 1922 and 9AXJ became WPE, operating from 575 Grand Avenue in Kansas City, with 100 watts, on 360

ENGINEERS and EQUIPMENT VITAL KEY



Pictured in (1) is the KMBC transmitter at 50th and Belinder Road. (2) gives an inside view at the KMBC transmitter of the equipment which carries KMBC programs over the area. Frank Young and Clint Williams (3) are the engineers who keep the equipment in KMBC Building in tip-top condition. Members of the smiling quintette of engineers pictured in (4) are Joe Knoche, E. H. Walker, Fred Cole, Clarke Smith and Marion Barton. Roy Barron, Chief at the KMBC transmitter, is pictured (5) with Bernard Moltby at the KMBC transmitter. Hughart Moler and Frank Mandacia (6) pause in their work at the transmitter for a picture. (7) Ed Wassey and (8) Frank Barker and John Humble.

LOOK AFTER COMMERCIAL SCHEDULES



The KMBC-KFRM Team is ably represented by this group of salesmen. First: H. Preston Peters, president of Free & Peters, handles KMBC-KFRM in the national sales field. Second: Charles Eatough, in charge of Regional Sales; third: John Crosier; fourth: John McDermott. The latter two handle local sales. At the far right is Dorothy Maloney who was in commercial traffic for the Team with KMBC twenty years, the last five in charge of television sales for Free & Peters, Inc., San Francisco office. All KMBC-KFRM sales are in charge of Mr. George J. Higgins.

meters. (The first broadcasting studios were started in the winter of 1921 and completed early in 1922 at the Grand Avenue address. See page 1 for pic.)

Arthur Church had the amazing foresight of many of the early radio pioneers. In 1922, he predicted in a speech before several hundred teachers at a convention at Manhattan, Kansas that in a few years they would sit before the fires in their own living rooms and listen to the President of the United States—a forecast of the Fireside Chat. He got no applause for his talk—his audience thought him a little “off his rocker.”

WPE moved to a new location at 14th and Walnut Street in Kansas City, in 1923—and later the same year to Independence, Missouri, having been sold to the Reorganized Church of Jesus Christ of Latter Day Saints. The first church broadcasting license gave the station call letters KFIX which later were changed to KLDS.

Arthur Church was one of the earliest members of the National Association of Broadcasters, and served eleven years on the NAB board. In 1927, the Midland Broadcasting Company was organized, with offices and studios located in the Aladdin Hotel in

Kansas City, and KMBC became the call letters. In February of 1928, the station joined CBS as the 16th Affiliated station, originating regular scheduled programs to the CBS network. KMBC is now the 6th oldest CBS Affiliate.

Offices and studios of KMBC were moved to the eleventh floor of the new Pickwick Hotel on August 1, 1930.

Arthur Church's television experiments began in 1931, in connection with First National Television, Incorporated, and Radio-TV Schools were established in the Kansas City Power and Light

(Continued on page 7)

Engineers&Equipment Play Great Role in Broadcasting

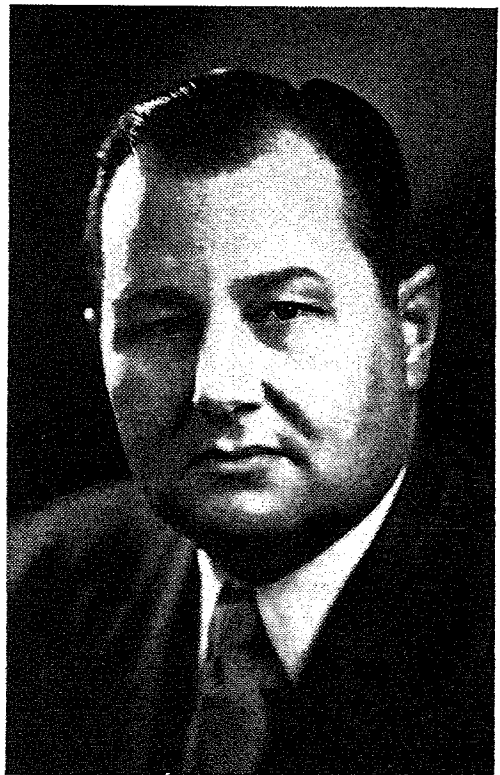
Obviously, one of the most important sections of a radio station is the technical equipment and the engineers who operate it. KMBC-KFRM has the most modern electronic equipment available. Team technicians are highly trained, skilled and without question among the best in the business. The men who operate and maintain the broadcast facilities, for the most part have spent their entire careers in the work and study of radio. Mr. Church, himself, is a radio engineer. It has been through his engineering knowledge and insistence for the best, that broadcast-wise, KMBC-KFRM has always produced the highest quality transmission which, of course, has always meant the best kind of reception for the listener.

The practice of keeping abreast of the times has always been a Team policy—a policy which has paid off in radio and will continue to pay off in the future and KMBC-KFRM moves ahead in radio and in commercial television.

KMBC 21 Year Leader In TV Research

KMBC and Arthur B. Church are truly pioneers in television as well as radio.

As far back as 1931, KMBC entered the field of television research. In that year an experimental laboratory was constructed at Fairfax Airport,



KENNETH COOK . . .

headed by Jerry Taylor, now Vice President in charge of television. A short time later, operations were moved to Kansas City Power and Light Building where KMBC has continuously maintained studios and laboratories and carried on research.

In 1932 KMBC began experimental TV programming on Station W9ZAL despite the fact that Kansas City sets numbered perhaps about 50. Daily programming was carried on for two years.

Another first in the television record is that in 1933 KMBC was perhaps the first to broadcast a coast to coast daily network AM origination on TV—“Between the Bookends” starring Ted Malone and Howard Ely.

Under the supervision of Research Engineer Kenneth Cook, experimental work and research activity is being continued in the Power and Light building and in the new KMBC-KFRM radio and TV center.

RADIO STRANGE SCIENCE IN 1921

"Ham" Operators Lay Footing for Great Industry

Radio, now a multi-million dollar industry, was once just a dream in the minds of a handful of men who had the "wireless bug." From the experiments of these men—men who the rest of the population regarded as being highly foolish and impractical—has grown the tremendous present-day industry of radio.

This amazing story of growth began around the turn of the century when Arthur B. Church, Dr. Frank Conrad, Dr. Lee de Forest and other early-day pioneers began their amateur wireless operations.

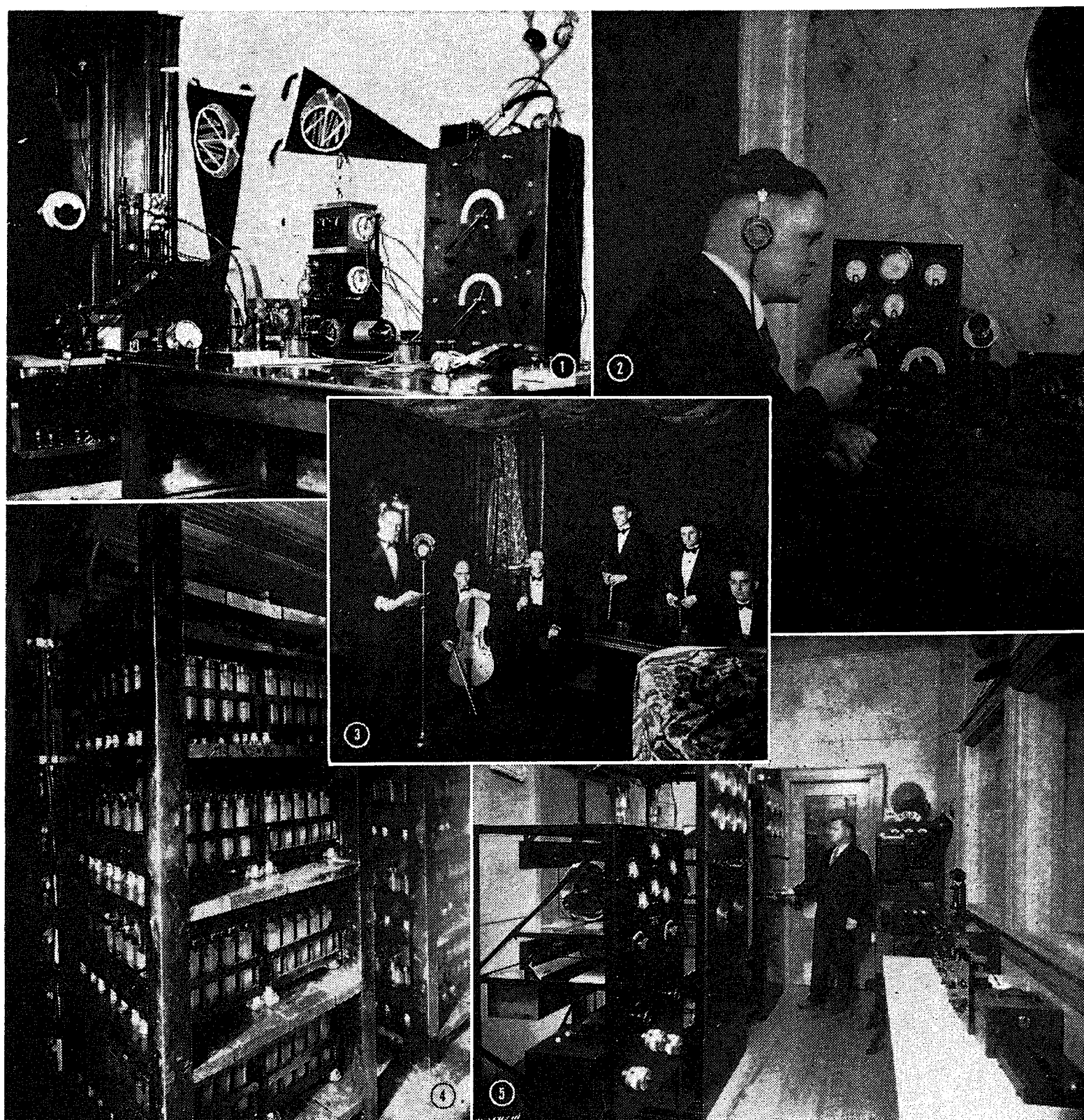
By 1910 there were as many as 90 ham radio operators in the nation. By 1915 wireless had gained such a foothold that Arthur B. Church began using his own amateur station, 9WU, for selling wireless apparatus and supplies to other amateurs and to schools. He was one of the first if not the first to use radio to sell merchandise.

In 1920 the forerunner of KMBC, amateur station 9AXJ, was established. A far cry from today's KMBC power of 5000 watts, 9AXJ started with 5 watts.

In April 1921 9AXJ began its broadcasting experiments.

Like Arthur B. Church, many of the early-day ham operators are now at the top in the radio industry. And, like KMBC, many of those early day ham radio station's greatest present-day broadcasting stations.

EARLY APPARATUS NOW COLLECTORS ITEMS



Early broadcasting apparatus is seen to differ sharply from the modern day electronic equipment. One of the earliest broadcasting stations, 9YO, (1), was built at Graceland College in Lamoni, Iowa by Arthur B. Church. (2) pictures KMBC-KFRM Chief Engineer Ray Moler operating WPE in 1922, very early predecessor to KMBC. Moler has been chief enngineer of KMBC since 1921. Pictured in (3) is a KMBC string ensemble in a special studio built by KMBC for the Advertising and Selling Exposition in 1928, "ABC"—Arthur B. Church—at the mike; KLDS, forerunner of KMBC, was operated entirely by battery. A portion of the 1600-cell power supply is shown in (4). Chief Engineer Moler checks the equipment in the KLDS transmitter room, (5) at Independence.

Writing Important Function In Radio

One of the busiest departments of The KMBC-KFRM Team, is that of Continuity. This department is responsible for both the commercial and sustaining copy, copy editing, word count, copy-right clearances, commercial and sustaining transcription auditioning and timing, as well as supervision of the daily continuity books for The Team.



CHARLES AVEY

Continuity chief Charles Avey supervises the writing and traffic staff, and it's all quite detailed, requiring the utmost accuracy. In addition, there's policy matters to consider, including observation of regulations of FCC, FTC, as well as KMBC policy, and NAB Code of Ethics.



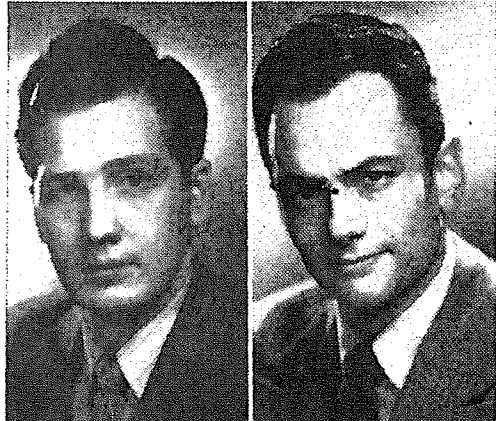
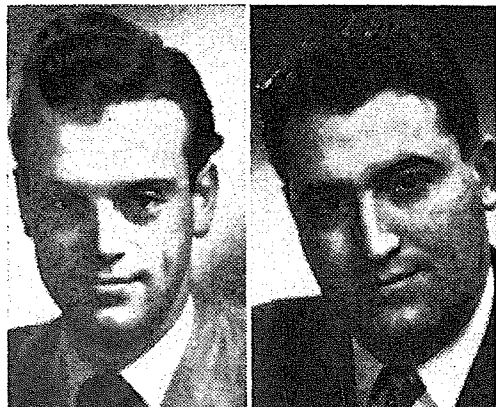
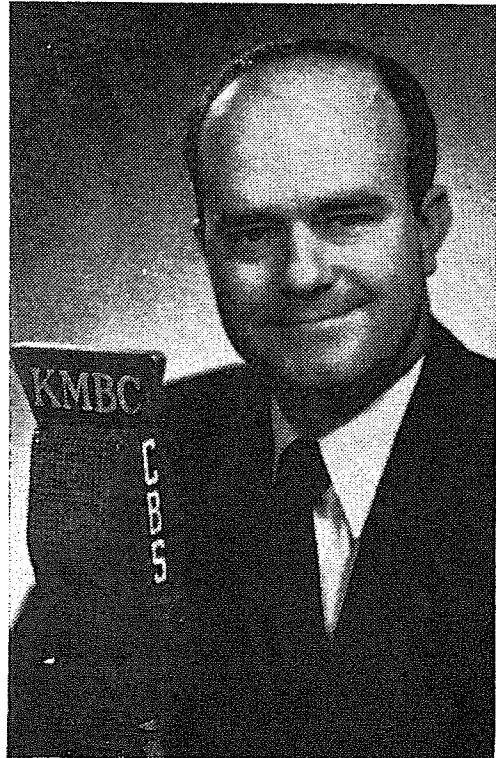
RUTHANNA THOMAS

Assisting Avey in the department are Ruthanna Thomas, Rod Larrabee and Carolyn Southall. All four are kept well occupied. In addition, they write some of the programs that are aired on KMBC-KFRM.



ROD LARRABEE

TEAM HAS GREAT ANNOUNCING STAFF

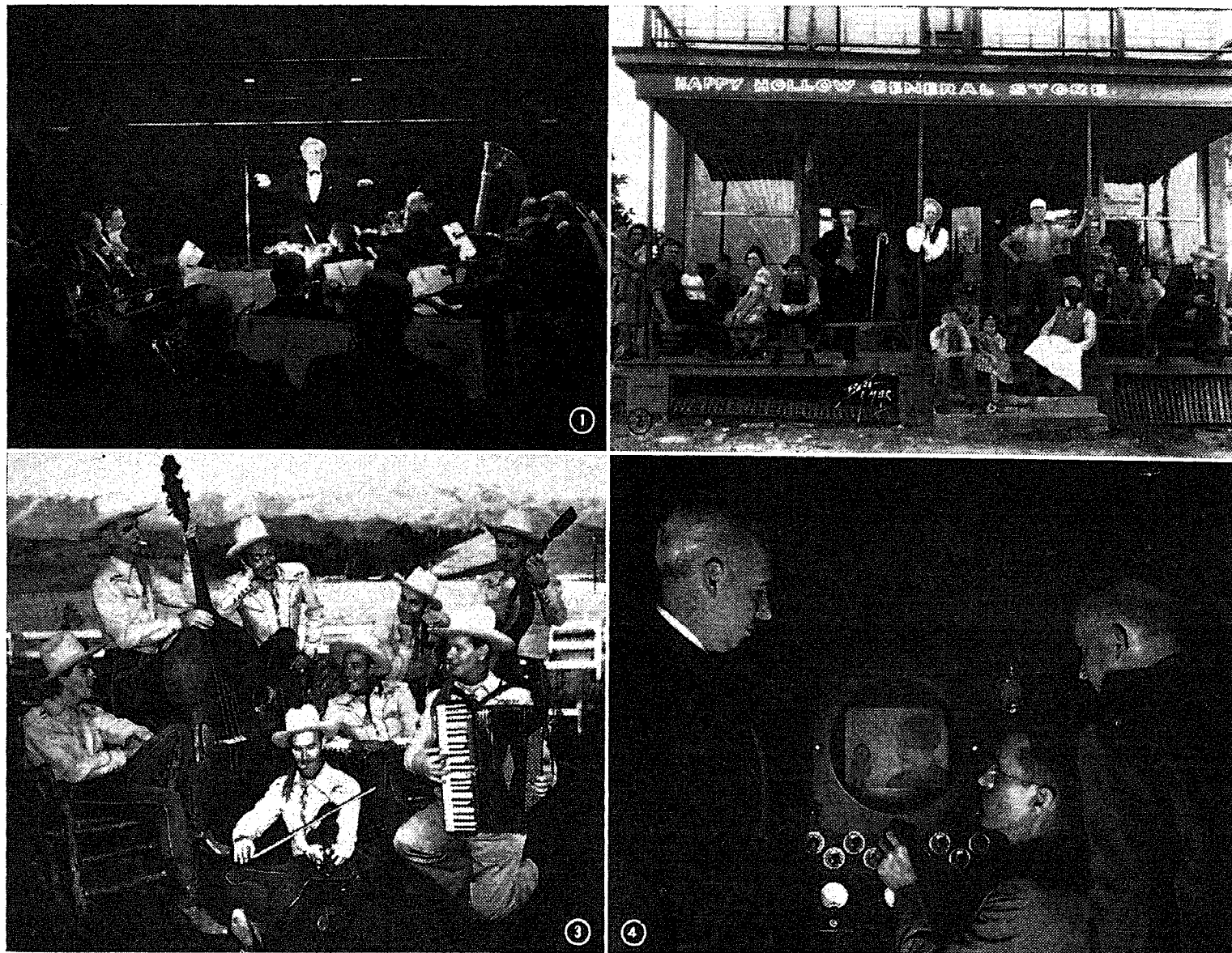


Heading the staff of announcers is smooth-voiced Lee Stewart. Other announcers pictured are (upper left) Paul Taylor; (upper right) Jay Butler; (lower left) Frank Williams; (lower right) Ken Wilson.

MANY FINE RADIO PROGRAMS ARE BROADCAST OVER THE KMBC-KFRM TEAM

See Page 8 For The Complete Program Schedule

KMBC PROGRAM MILESTONES



KMBC programs of past days, as in the present, were always great favorites with the listening audience. An early day KMBC salon orchestra under the baton of Music Director P. Hans Flath is pictured in (1). (2) pictures a prop for the "Happy Hollow" daily period, the first "folksy" drama-musical with integrated commercials. The famed original "Texas Rangers", who received their start on KMBC and went on to network radio and motion picture fame, are pictured in (3). As early as 1932 KMBC was experimenting with television. Pictured in (4) are Arthur B. Church and Jerry Taylor watching a TV pickup of Caroline Ellis at a KMBC mike.

Accounting Dept. Is Integral Part of Team

Another active department of The KMBC-KFRM Team is that of Accounting. In an operation the size of The Team, which includes the Artists Bureau, Arthur B. Church Productions, local, regional and national advertising accounts, as well as the company operating budget, it requires a skilled staff of highly trained personnel.



DAVID FRANCE

Headed by Comptroller J. Noland Franz, the department is operated by David France, chief accountant, Hazel Hildebrandt and Berdine McMillin.

Maintaining accounts receivable, together with accounts payable, including the compilation and mailing of monthly statements to the network, to the advertising agencies, and to individual advertisers, for all of the operating facets of the organization is a big operation. Efficiency of personnel in this department contributes to the orderly operation of The Team.

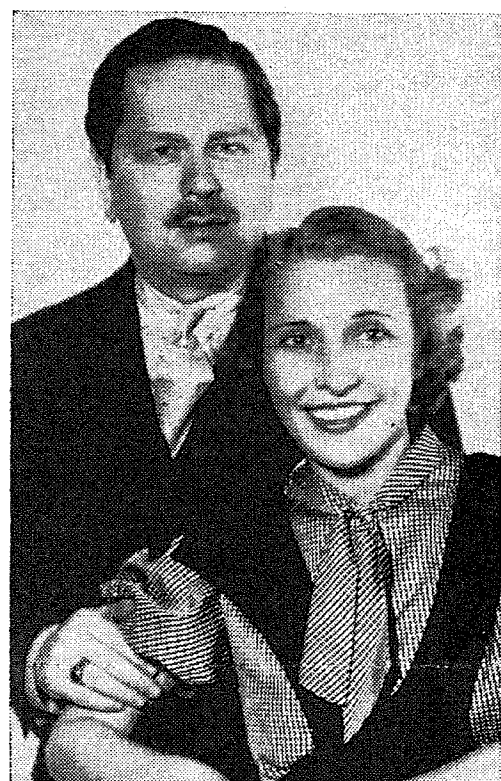
"TEAM" PACES INDUSTRY IN 1951

Many KMBC "Grads" Move On To Fame

A long list of some of the nation's top radio and television stars got their start at KMBC. During the past three decades a host of talent has passed in review before the KMBC microphone. Many of them have left the staff to become nationally famous.

Included in the long list of now popular network stars are the "Easy Aces," Hugh Studebaker, Ted Malone, Ozie Waters, Curt Massey and Smokey Parker and Penny. Other KMBC staff members have gone on to make their marks in other branches of "behind the scenes" radio as has former KMBC promotion manager Ed Schurick and many others.

Starting these folks on their way to stardom is just another of the great services KMBC has rendered to the field of radio.



THE EASY ACES . . .



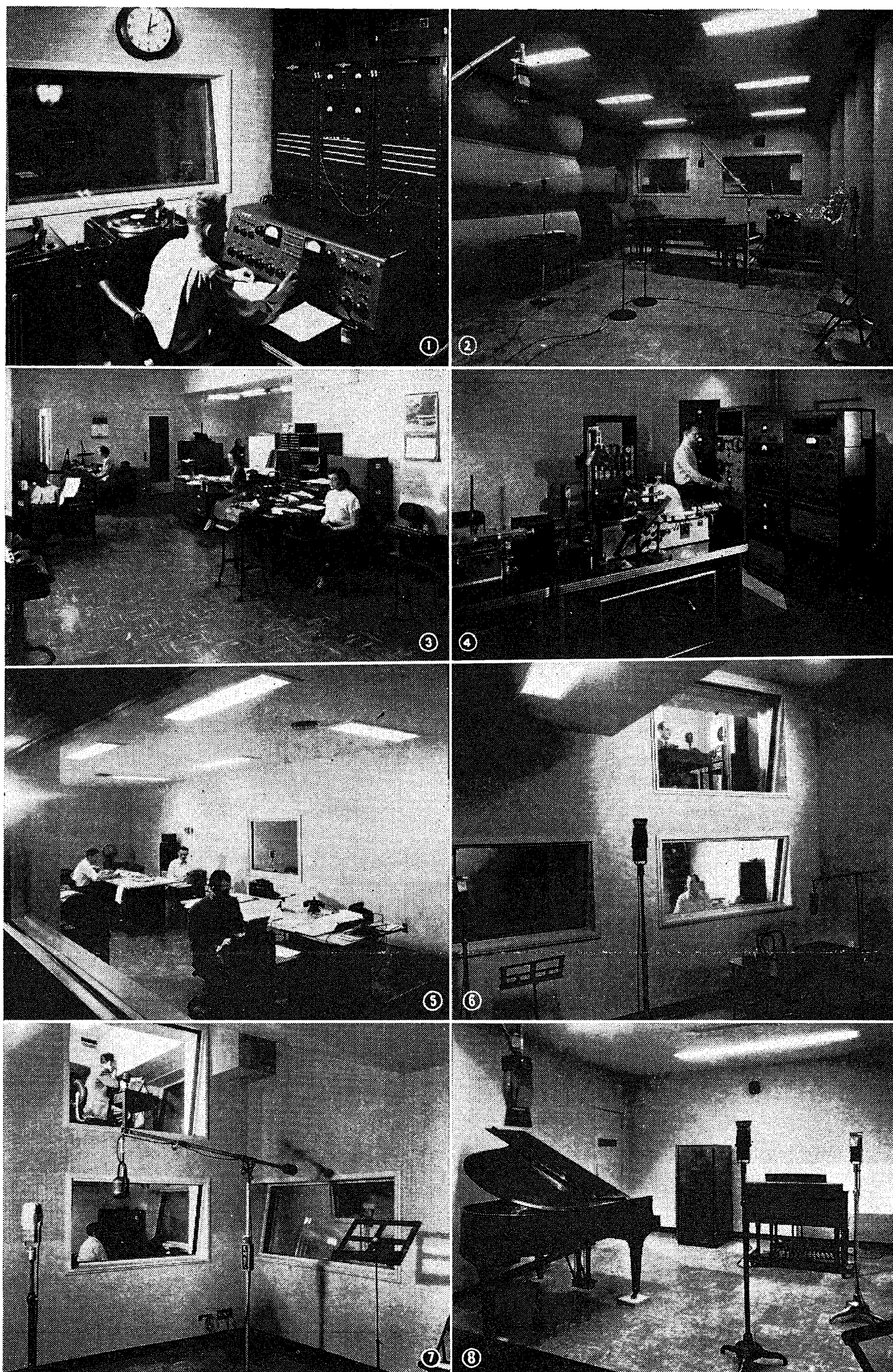
TED MALONE . . .

THE FAMOUS MASSEYS



Pictured above is the famous Massey family. The shot was taken twenty years ago when they were one of the most popular groups on KMBC. Saxophonists, Milt Mabie, right; (left unidentified). With the banjo is Allen Massey; at the piano, Louise and violinist, standing Curt. Louise returned May 19 to star on KMBC-KFRM's grand opening Brush Creek Follies program. Curt is heard over CBS-KMBC on his own program. Note the sign in the background, "To reach the multitude, Broadcast." It is doubtful that even those with the greatest faith realized how true this statement was to become in the years to come.

Modern, Efficient New KMBC-KFRM Studios and Latest Equipment Indicate Future of Radio Broadcasting



Nothing but the best in modern equipment is to be found in the new KMBC-KFRM studios. Pictured in (1) is Fred Preisler at the controls in the Master Control Room. (2) is poly-cylindrically treated Studio A. The Program Department (3) is the center for a never-ending beehive of activity. Engineer Joe Knoche makes some adjustments in the Recording Room (4). Newsmen edit and broadcast the day's news from their specially constructed newsroom and broadcast studio (5). Studio B is pictured in (6). Announcers find themselves perched high in the "B-C" announcers' booth (7). (8) is another view of the "B-C" Control Room and announcers' booth from Studio C.

Big Brother Club Grows and Grows

Head of KMBC-KFRM's famous Big Brother Club is Chief Big Brother Tim West. Tim broadcasts his program each af-



TIM WEST . . .

ternoon, Monday through Friday on The Team. His programs on unusual hobbies, sports, and other youthful interests continues to win him a horde of new listeners among the youngsters.

Kansas City Trade Area Surveys Show Team In Lead

Latest radio surveys for the vast Kansas City Primary Trade Area show The KMBC-KFRM Team listened to far more than any other broadcaster in the area. This trade area, as defined by Dr. Bryant, eminent researcher, and officially recognized by The Chamber of Commerce of Kansas City Missouri, embraces western Missouri, all of Kansas and fringe areas of Nebraska, Colorado and Oklahoma. The Team's primary signal gives excellent reception in practically all of this area—a coverage of the Kansas City trade area not approached by any other Kansas City broadcaster. About three million people dwell in this area!

The March 1951 Conlan Radio Survey of the KFRM Area again confirms these leadership claims. KFRM leads its nearest competitor in this survey by a margin of 27%!

The Summer-Fall 1951 recall survey, taken last fall at the Missouri and Kansas State Fairs, and at the American Royal Livestock & Horse Show revealed that personalities of The Team, notably Phil Evans, Bob Riley and Ken Parsons, of farm information fame, had a 107% greater audience than the three other leading personalities similarly identified with all other stations! In the Fall survey, approximately 3,000 people from 142 Missouri and Kansas counties were interviewed. In the 1950 Conlan area survey, more than 146,000 calls, in 141 counties in the Kansas City Primary Trade area, showed KMBC-KFRM first with 19% audience, 2nd and 3rd Stations (both K.C.), ranking 9.4% and B. 1% respectively.

The March-April 1951 Hooperatings for Metropolitan Kansas City give KMBC first place morning, afternoon and evening. K M B C leads its nearest competitor 3 to 2 on total rated periods! Add to this K M B C dominance of Metropolitan Kansas City the fact that this same Metropolitan area now ranks 17th among the great urban centers of the United States. With a bureau of census population increase of 17.7 percent in the official figures released early in March, this means that there is a similar gain in potential buying power of the area. It is easy to see why The KMBC-KFRM Team leads all KC broadcasters in volume of business.

UP KANSAS CITY HEADQUARTERS



The Kansas City bureau of the United Press associations has set up headquarters in the KMBC building. The offices, especially designed according to UP specifications provide a show place of particular interest to visitors as do the KMBC News Dept. quarters directly overhead.

KMBC-KFRM SERVICES COMPLETE

“Team” News And Farm Broadcasts Popular

It is doubtful that any other broadcaster has a comparable group in experience and ability as are represented in the News, Sports, Farm Service and Special Events Departments of The KMBC-KFRM Team. Their interesting, informative reporting has won them first place in the hearts of listeners throughout the Heart of America. Each year has seen them better and more carefully developed with one goal—to render greater service to the radio audience.

Many audience services prove that KMBC-KFRM News and Farm broadcasts are listened to more than similar broadcasts of any other station in the Kansas City trade area.

Experienced Men Handle Sports; Special Events

Sam Molen, Sports Director of The KMBC-KFRM Team, several years ago was named the “Midwest’s Number 1 Sportscaster” and he’s retained that title ever since for his complete coverage of all sports events in the Midlands. Sam is the “Voice of Au-

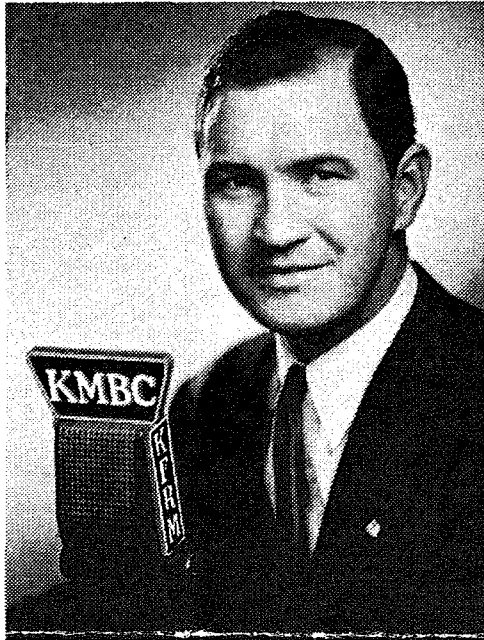
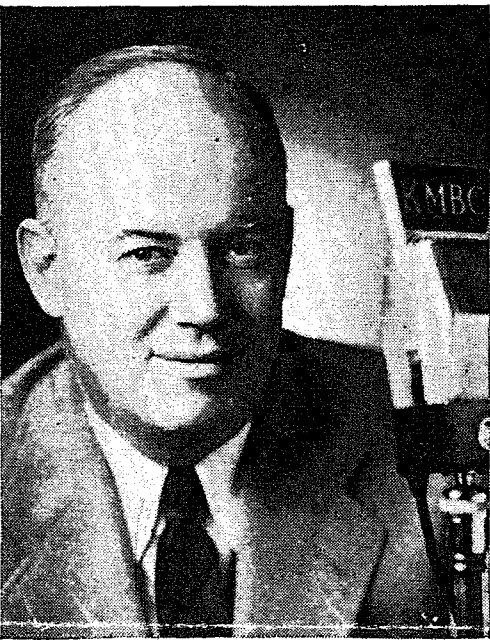
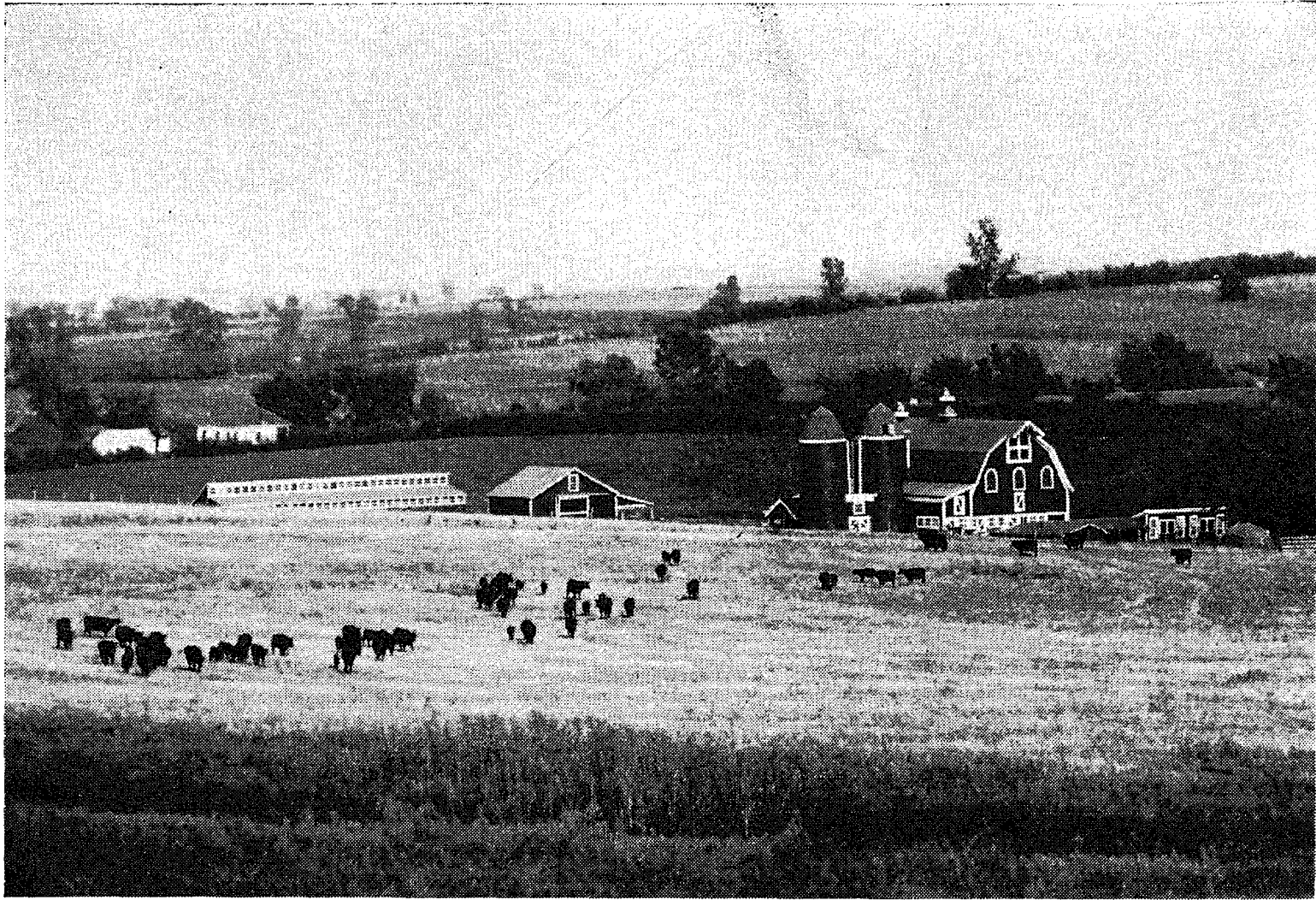


SAM MOLEN . . .
thority” in sports, with his four daily sports program, plus his play-by-play of all major sports. Special Events director Jim Burke was featured on the net-



JIM BURKE . . .
works before joining The KMBC-KFRM Team. In addition to his regular series of public service features, Burke originates numerous special event programs not only to KMBC and KFRM listeners, but to CBS. Burke assists with the color commentary on numerous sports broadcasts with Sam Molen.

KMBC-KFRM FARMS RENDER GREAT SERVICE



Directly below the KMBC-KFRM Service Farm picture, the three greatest farm broadcasters in the Heart of America are pictured. Left to right: Phil Evans, Farm Service Director, Bob Riley, Livestock Marketcaster and Ken Parsons, Agronomist and Associate Farm Service Director. KMBC-KFRM newsmen pose in a group. Stand, left to right, Henry Wheat, John Farmer and Bill Griffith. Seated are Hal Harvey, left and Jack Benton. At the bottom of the panel are three famous KMBC alumni, Hugh Studebaker, Hollywood actor, former KMBC announcer and actor, Erle Smith, for fifteen years managing newscaster of KMBC, and John Cameron Swayze, eleven years on KMBC, now star NBC-TV newsmen.

KMBC Pioneered Home-Making Programs In 1927

The first home makers’ programs on KMBC were broadcast from the Sears-Roebuck “Bungalow Studios” starring Velma West Sykes. That was in the fall of 1927.

Mary Caroline Ellis and Nancy Goode are The Team’s full-time staff members. Both are well-known experts in their field.

Caroline, a veteran of the airwaves, has been associated with Arthur B. Church for 17



CAROLINE ELLIS . . .
years, several of which were on CBS and NBC Networks. Caroline conducts the Happy Home program at 8:30 each morning, Monday through Friday. Her friendly, homespun philosophy and general commentary has endeared her to Heart of America audiences.



NANCY GOODE . . .
Nancy Goode has had a rich background in radio and writing. She joined The Team early in 1950 to conduct the Happy Kitchen program.

First conductress of The Happy Kitchen was Beulah Karney, now nationally famous for her own network and transcription programs on homemaking. The Happy Kitchen is broadcast Mondays through Fridays—8:45 to 9:00 a.m., Saturdays—8:30 to 9:00 a.m. Nancy’s recipes and the “Dollars for Ideas” contest in the Happy Kitchen draw quantities of listener mail.



BEULAH KARNEY

HUGE DEMAND FOR "TEAM" TALENT

"The Texas Rangers" Star In All Departments

KMBC's oldest successful big act has been The Texas Rangers. In 1931, the group, with Tex Owens, were actually commissioned Honorary Texas Rangers by Governor Alford, from the Governor's mansion in Austin, during a coast-to-coast Columbia network broadcast from KMBC.

The Texas Rangers transcriptions, numbering almost 1,000 selections, comprise a major part of the Syndicated Program Division of Arthur B. Church Productions.



GEO. E. HALLEY . . .

For many years, George E. Halley has headed the Syndicated Programs Division. He joined KMBC in 1930. He is a veteran announcer as well as a veteran salesman. He has been one of the best-known figures in program selling throughout the country.

McConnell Heads Talent Bureau

One of the busiest men at KMBC-KFRM is the Talent Bureau director, James McConnell. Handling the personal appearance bookings of the sought-after KMBC-KFRM stars is no small task.

Under his able direction all arrangements are made for the entertainers' bookings at fairs,

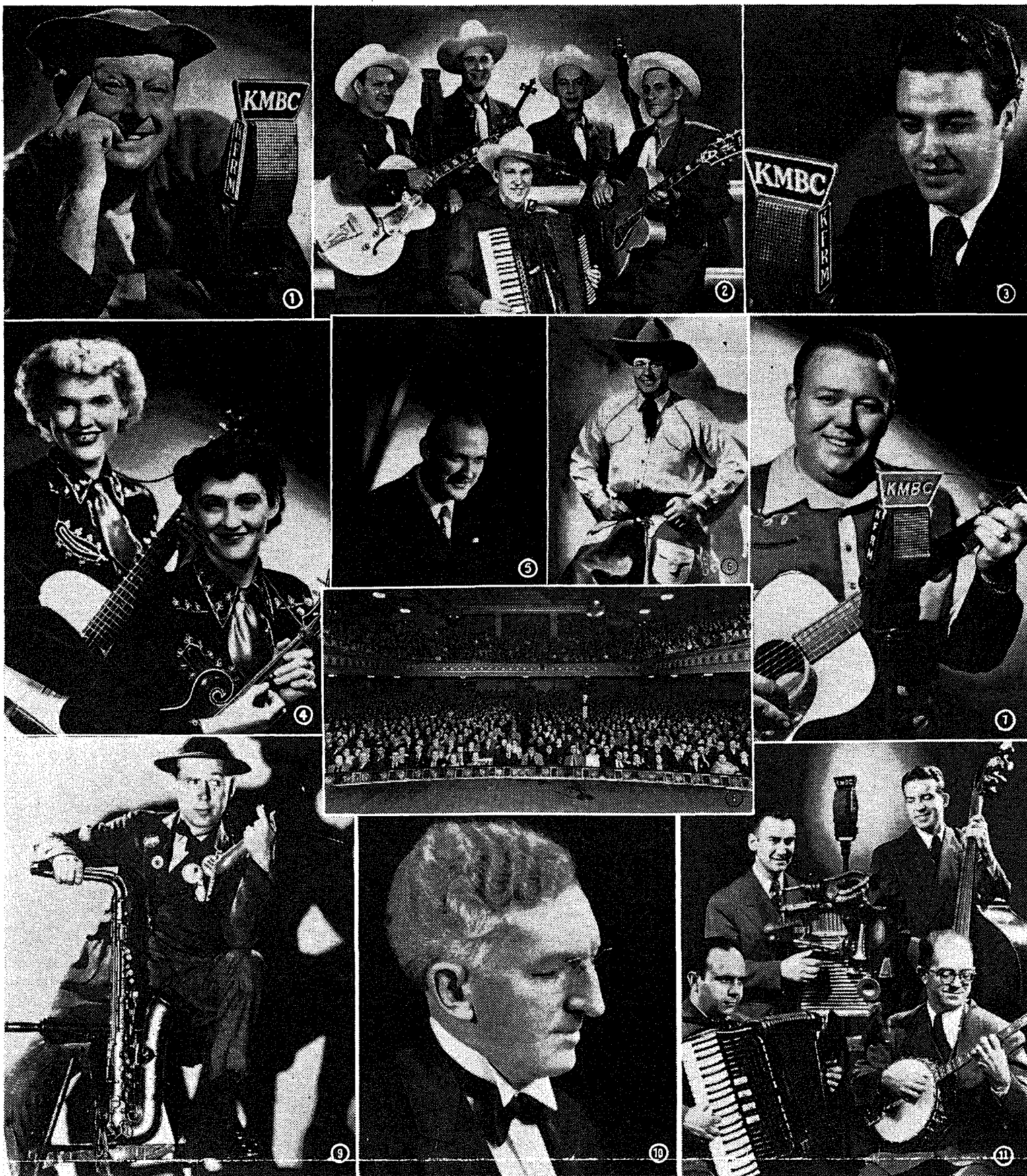


JAMES McCONNELL . . .

theaters, and many private shows throughout a six state area.

His expert management, combined with the ever-increasing popularity of the KMBC-KFRM stars, provides KMBC-KFRM Talent just about all the engagements they are physically able to handle.

EVERY ENTERTAINER STAR IN OWN RIGHT



Pictured above are the stars who keep KMBC-KFRM first place in listeners' esteem. (1) Hiram Higsby, radio's original rube, strikes a pose familiar to all "Brush Creek Follies" fans. A mark of distinction for the widely-acclaimed Texas Rangers (2) is the presence of their White Hats. David Andrews (3) proves to be a witty and capable emcee for a number of KMBC-KFRM shows. The singing duo of Millie & Sue (4) continue to pack in audiences, both air and stage. Often taking the spotlight in personal appearances and stage shows is the maestro of the keyboard, Harry Jenks (5). Colorado Pete (6) and Tiny Tillman (7) are two cowboy balladeers with a wide following. (8) shows a typical packed-house for a Saturday night "Brush Creek Follies" stage show. Versatile Jed Starkey (9), "the man from Chinkapin Holler," provides a score of laughs with his droll, dry-witted monologues and his mastery of unusual musical instruments. Music Director P. Hans Flath (10) furnishes listening pleasure at the KMBC-KFRM organ and piano. The Tune Chasers (11) are popular comedy and music stars on "Rhymaline Time," "Dinner Bell Roundup" and "Brush Creek Follies."

KMBC History

(Continued from page 3)

Building. Experimental TV station, W9XAL was licensed in 1932. In 1933, Mr. Church was broadcasting daily TV newscasts with John Cameron Swayze, then a member of the KMBC staff. The television experiments have continued to date, in recent years in the ultra-high band. AUHF report of coverage findings by KA2XAQ was filed with the FCC of the summer 1950.

KMBC began operating a new transmitter at 50th and Belinder, Johnson County, Kansas, that utilized the first integrated vertical radiator and building in the midwest, in 1934. (Pic. page 3).

Arthur B. Church was responsible for the famous western group, "The Texas Rangers." He recorded many hundred selections of their work and created Arthur B. Church Productions to handle the service. He created the KMBC Talent Bureau, which books entertainment throughout the midwest. His "Brush Creek Follies," one of the midwest's finest barn dance shows was begun in 1937. In 1927, he instigated KMBC's marketcasts from the Kansas City Livestock Exchange Building. In 1939 he appointed Phil Evans, Farm Service Director and organized the KMBC Farm Service Department—one of the first such services for the rural listeners. Later, in 1943, he went a step further to establish the KMBC Service Farms. KMBC-

KFRM remains the only radio station running such a large experimental farm operation. In 1945, he was the motivating force behind one of the nation's summer radio institutes for teachers, December 7, 1947 the rural coverage area KMBC programs was tripped when KFRM—"The Kansas Farm Station Serving the Heart of the Nation" became Team-mate to KMBC.

KMBC received numerous citations for outstanding contributions in behalf of the war effort, including Variety's Showmanship award at War award in 1945, and claims the distinction of being the first station to appoint a full-time war activities head and department. During the war years, Midland Radio Schools taught thousands of soldiers and WAC's radio communication.

In 1950, came the greatest gesture of Arthur Church's colorful and dramatic career. He started moving the entire operation into its new headquarters at Eleventh and Central Streets in downtown Kansas City.

The new home of The KMBC-KFRM Team is the largest, most modern radio and television center in the midwest. The four-story building occupies a full quarter of a block in the heart of downtown Kansas City, with floor space exceeding one hundred thousand square feet. Studio facilities include six air-conditioned studios. Three of these are regular AM studios for KMBC-KFRM, each of the most modern design and latest Johns-Manville acoustical

treatment. The fourth studio is for news and sports only, being located directly off the specially designed offices of the news, sports and special events departments. The fifth is the huge television studio, one of the largest in the nation, 72 x 85 feet. It is designed both for use as a TV studio and for AM broadcasts. Finally, is the beautiful 2,600 seat air-conditioned TV Playhouse, newly decorated, acoustically treated.

Although Arthur Church has not received his commercial television construction permit because of the freeze, he works unselfishly in behalf of all Kansas City, Missouri broadcasters that have applied for TV permits.

For thirty years he has guided KMBC in a manner unparalleled in showmanship. The opening of his new radio and television center is a rededication of himself and his stations to the service of listener and advertiser. It is the representation of his faith in the future of broadcasting — both radio and television — now and years to come.

New Business

(Continued from page 2)

with Sam Molen, Mon. through Sat. Maurer-Neuer Corp., a spot announcement schedule in behalf of meat products. Home Improvement Co., a spot schedule for building products. Farm & Home Savings & Loan, a spot schedule in behalf of loans and investments.

"Team" Units Named Favorites By Listeners

The stars of The KMBC-KFRM Team are continuing to win the applause and approval of all listeners throughout the area.

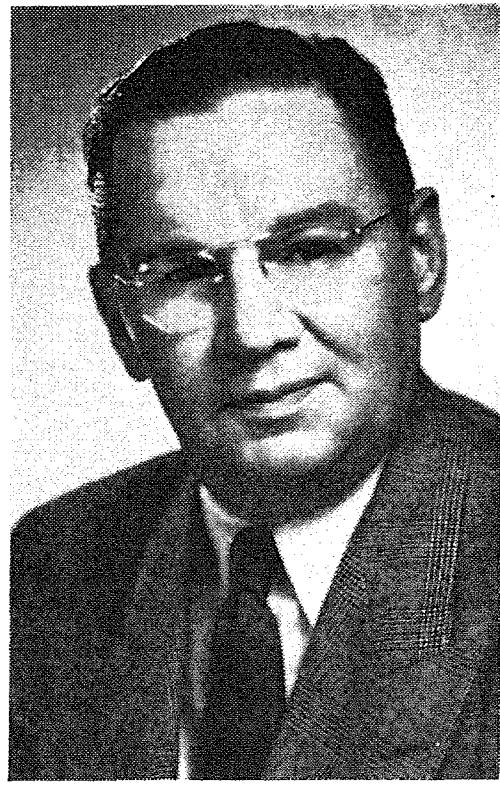
Whether it's music or comedy, each entertainer knows how to win a top spot in the estimation of all who hear or see the KMBC-KFRM shows. The Brush Creek Follies gang, long a Kansas City tradition, boasts of over nine million paid admissions to see and hear the KMBC-KFRM stars in their personal appearances.

In addition to their regular air shows, the entertainers keep on a busy schedule of personal appearances throughout six states. Proof of their immense popularity is shown by the large demand for personal appearance booking in cities and communities of Kansas, Missouri, Oklahoma, Texas, Iowa and Nebraska.

Many civic and private groups throughout the area have discovered the forceful pulling power of these stars to civic and privately sponsored shows and in increasing numbers are requesting the services of the KMBC-KFRM stars.

KMBC-KFRM Producers Have Big Chore

Radio production is a mighty big chore. The producer is the man who keeps track of everything that goes on in a radio program, directs the presentation of



FRAN HEYSER . . .

the various numbers, the sound effects, sees to it that the show gets on and off the air at the right time and a thousand other similar exacting chores.

At KMBC the burden of this great responsibility falls on the capable shoulders of Fran Heyser, a KMBC veteran of 22 years. Mr. Heyser has produced most of the Texas Rangers transcriptions and most of top network and transcribed shows originating through the facilities of KMBC.

Procter & Gamble, spot schedules on various P & G products. M. K. Goetz Brewing Co., a spot schedule in behalf of Country Club Beer.

Oldsmobile Dealers of Greater Kansas City are sponsoring Parade of Sports with Sam Molen each Sunday at 9:40 p.m. Phillips Petroleum Co., has renewed sponsorship of the 9:30 Edition of the News with Jack Benton, Monday through Saturday. General Foods, a spot announcement schedule for Maxwell House Instant Coffee.

KMBC--SEPTEMBER NIGHT SCHEDULE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00		Early Eve'ng Edition of the News Emery-Bird-Thayer	Early Eve'ng Edition of the News Studebaker	Early Eve'ng Edition of the News Emery-Bird-Thayer	Early Eve'ng Edition of the News Studebaker	Early Eve'ng Edition of the News Emery-Bird-Thayer	Early Eve'ng Edition of the News Studebaker
6:10	Guy Lombardo Lucky Strike	Sports Highlights Standard Oil	Sports Highlights Standard Oil	Sports Highlights Standard Oil	Sports Highlights Standard Oil	Sports Highlights Standard Oil	Sports Highlights Standard Oil
6:15		U. S. Weather Bureau Report	U. S. Weather Bureau Report	U. S. Weather Bureau Report	U. S. Weather Bureau Report	U. S. Weather Bureau Report	U. S. Weather Bureau Report
6:20		Rhythm Riders B. C.	Rhythm Riders	Rhythm Riders B. C.	Rhythm Riders	Rhythm Riders B. C.	Rhythm Riders
6:30	Fiesta	Club 15 Campbell Soup	Club 15 Campbell Soup	Club 15 Campbell Soup	Club 15 Campbell Soup	Club 15 Campbell Soup	Your Tropical Trip
6:45		Edward R. Murrow News	Edward R. Murrow News	Edward R. Murrow News	Edward R. Murrow News	Edward R. Murrow News	
7:00	Mario Lanza Coca-Cola	Suspense Electric Auto-Lite	Operation Underground	Mr. Chameleon	F. B. I. in Peace and War Wildroot	Spade Cooley Show	Gene Autry Wrigley Gum
7:30	Horace Heidt Show Philip Morris	Arthur Godfrey Talent Scouts Lipton Tea & Soups	Mr. and Mrs. North Colgate-Palmolive- Peet	Dr.Christian Vaseline	Hallmark Playhouse		Hopalong Cassidy General Foods
8:00	Meet Corliss Archer Electric Companies	Lux Radio Theatre	Life With Luigi Wrigley Gum	Mr. Aladdin	Inspector Hearthstone	Rayburn & Finch	Gangbusters General Foods
8:30	Contented Hour Carnation Milk		T B A	Ray Bloch's Orchestra	Nation's Nightmare		Brush Creek Follies McCall's Service Stations Forum Cafeteria Kansas City Willys
9:00	Music For You	Bob Hawk Show Camels	Capitol Cloak Room	The Line Up	Orchestra	Orchestra	
9:30	9:30 Edition of the News	9:30 Edition of the News Phillips 66	9:30 Edition of the News Phillips 66	9:30 Edition of the News Phillips 66	9:30 Edition of the News Phillips 66	9:30 Edition of the News Phillips 66	9:30 Edition of the News Phillips 66
9:40	Parade of Sports	Parade of Sports Hamm's	Parade of Sports Hamm's	Parade of Sports Hamm's	Parade of Sports Hamm's	Parade of Sports Hamm's	Parade of Sports Hamm's
9:45	Adventures in Science	Curt Massey Time Alka-Seltzer	For Your Information	Curt Massey Time Alka-Seltzer	For Your Information	Curt Massey Time Alka-Seltzer	Brush Creek Follies Radio Talent Contest
10:00	Choraliers Longines-Wittnauer Watches	Beulah Procter & Gamble	Beulah Procter & Gamble	Beulah Procter & Gamble	Beulah Procter & Gamble	Beulah Procter & Gamble	
10:15		Jack Smith Show Procter & Gamble	Jack Smith Show Procter & Gamble	Jack Smith Show Procter & Gamble	Jack Smith Show Procter & Gamble	Jack Smith Show Procter & Gamble	CBS Dance Orch.
10:30		Tomorrow's Headlines	Tomorrow's Headlines	Tomorrow's Headlines	Tomorrow's Headlines	Tomorrow's Headlines	Tomorrow's Headlines
10:40	Church of the Air	Sports Final	Sports Final	Sports Final	Sports Final	Sports Final	Sports Final
10:45		You and the World	You and the World	You and the World	You and the World	You and the World	CBS Dance Orch.
11:00	CBS News	CBS News	CBS News	CBS News	CBS News	CBS News	CBS News
11:05	CBS Dance Orch.	Organ Concert	Organ Concert	Organ Concert	Organ Concert	Organ Concert	CBS Dance Orch.
11:30	CBS Dance Orch.	CBS Dance Orch.	CBS Dance Orch.	CBS Dance Orch.	CBS Dance Orch.	CBS Dance Orch.	CBS Dance Orch.
12:00	KMBC Sign Off	KMBC Sign Off	KMBC Sign Off	KMBC Sign Off	KMBC Sign Off	KMBC Sign Off	KMBC Sign Off

THE BEST IN DAYTIME LISTENING IS ON KMBC-KFRM

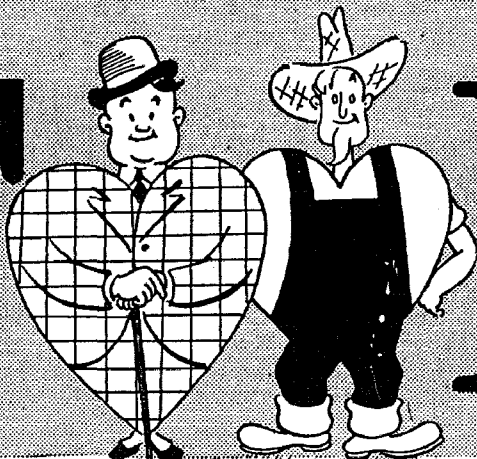
5:55 A. M.—Reveille	KMBC-KFRM	Daily	12:50 P. M.—Produce, Poultry and Grain Markets—Garst & Thomas—Hybrid Seed Corn—Peter Serum	KMBC-KFRM	Daily except Sun.
6:00 A. M.—News, Bill Griffith	KMBC-KFRM	Daily except Sun.	12:55 P. M.—Dinner Bell Final, News		
6:05 A. M.—Waltz Time	KMBC-KFRM	Sunday	Sugar Honey Graham Crackers	KMBC-KFRM	Daily except Sun.
6:07 A. M.—Weather Forecast	KMBC-KFRM	Daily except Sun.	1:00 P. M.—The Second Mrs. Burton—Post Cereals, Swansdown	KMBC	Monday thru Fri.
6:10 A. M.—Farm Facts—Purina Show	KMBC-KFRM	Daily except Sun.	Millie & Sue and Tiny, Too—Plush Mills	KFRM	Daily except Sun.
6:15 A. M.—Texas Rangers	KMBC-KFRM	Daily except Sun.	Alias Jane Doe—Toni	KMBC	Saturday
6:25 A. M.—Your Farm and Ours, Thruston Fertilizer	KMBC-KFRM	Daily except Sun.	1:00 P. M.—Familiar Classics	KMBC-KFRM	Sunday
6:30 A. M.—Live Stock Markets	KMBC-KFRM	Monday thru Fri.	1:15 P. M.—Perry Mason—P. & G. Tide	KMBC	Monday thru Fri.
Colorado Pete	KMBC-KFRM	Saturday	Familiar Classics	KFRM	Daily except Sun.
This Week on the Team	KMBC-KFRM	Sunday	1:25 P. M.—Mystery Singer	KMBC	Saturday
6:35 A. M.—The Man From the Stockyards—K. C. Livestock Interests	KMBC-KFRM	Monday thru Fri.	1:30 P. M.—Lean Back Listen	KMBC-KFRM	Monday thru Fri.
6:45 A. M.—Farm Counselor—Staley Feeds	KMBC-KFRM	Daily except Sun.	Music With the Girls—Hormel	KMBC	Saturday
6:55 A. M.—Better Farming—Thompson Hayward Chemical Co.	KMBC-KFRM	Daily except Sun.	Songs of Our Times	KFRM	Saturday
7:00 A. M.—Village Chapel	KMBC-KFRM	Daily except Sun.	1:45 P. M.—Brighter Day—P. & G. Ivory Flakes	KMBC	Monday thru Fri.
Midwesterners	KMBC-KFRM	Sunday	The Bob Eberly Show	KFRM	Daily except Sun.
7:15 A. M.—News, Bill Griffith—Diamond D-X Gasoline & Oils	KMBC-KFRM	Daily except Sun.	Of Health and Happiness	KMBC-KFRM	Sunday
7:25 A. M.—Weather News—Nutrena Feeds	KMBC-KFRM	Daily except Sun.	2:00 P. M.—Hilltop House—Alka-Seltzer	KMBC	Monday thru Fri.
7:30 A. M.—Rhymaline	KMBC-KFRM	Daily except Sun.	Cavalcade of Music	KFRM	Monday thru Fri.
Harry Jenks	KMBC-KFRM	Sunday	Music in the Morgan Manner	KFRM	Saturday
7:45 A. M.—Russ Morgan Show	KMBC-KFRM	Sunday	News, Bill Shadel	KMBC	Sunday
8:00 A. M.—The John Gart Trio	KMBC-KFRM	Sunday	Brush Creek Follies—McCall Service Stations	KFRM	Sunday
8:15 A. M.—News, Bill Griffith—Metropolitan Life Ins., Rice Sausage	KMBC-KFRM	Daily except Sun.	2:15 P. M.—Kings Row—Colgate, Fab, Lustre Cream Shampoo	KMBC	Monday thru Fri.
8:20 A. M.—Morning Sports Page—Union Pacific, G-E Dealers	KMBC-KFRM	Daily except Sun.	News Analysis with Larry Lesueur	KMBC	Sunday
8:25 A. M.—Weather Forecast—Mid-American Ins.—Becklean Air-Cond.	KMBC-KFRM	Daily except Sun.	Brush Creek Follies	KFRM	Sunday
8:30 A. M.—Happy Home	KMBC-KFRM	Monday thru Fri.	2:30 P. M.—House Party—Pillsbury Mills	KMBC	Monday thru Fri.
8:30 A. M.—Happy Kitchen	KMBC-KFRM	Saturday	People's Platform	KMBC	Sunday
Village Chapel	KMBC-KFRM	Sunday	Cavalcade of Music	KFRM	Saturday
8:45 A. M.—Happy Kitchen	KMBC-KFRM	Monday thru Fri.	Brush Creek Follies—Kansas City Willys	KFRM	Sunday
9:00 A. M.—Arthur Godfrey—Toni, Inc., Reid Murdock Canned Foods	KMBC	Monday thru Fri.	2:45 P. M.—Brush Creek Follies—Forum Cafeteria	KFRM	Sunday
Show Tunes	KFRM	Daily except Sun.	2:55 P. M.—News, Cedric Adams—Pillsbury Mills	KMBC	Monday thru Fri.
Orchestra	KMBC	Saturday	3:00 P. M.—Grand Slam—Continental Baking	KMBC	Monday thru Fri.
Singing Strings	KMBC-KFRM	Sunday	Today's Tunes	KFRM	Daily except Sun.
9:15 A. M.—Arthur Godfrey—Rinso	KMBC	Monday thru Fri.	Orchestra	KMBC	Saturday
Millie & Sue	KFRM	Monday thru Sat.	Invitation to Learning	KMBC	Sunday
Galen Drake	KMBC	Saturday	Brush Creek Follies—Radio Talent Contest	KFRM	Sunday
9:30 A. M.—Arthur Godfrey—Pillsbury's Best Flour	KMBC	Monday thru Fri.	3:15 P. M.—Harry Jenks	KMBC-KFRM	Daily except Sun.
Voices in Harmony	KFRM	Monday thru Sat.	3:25 P. M.—News, John Farmer	KMBC-KFRM	Daily
Dave Stephens Show	KMBC	Saturday	3:30 P. M.—Big Sister—P. & G. Ivory	KMBC	Monday thru Fri.
Guest Star	KMBC-KFRM	Sunday	P. Hans Plath, Organ Concert	KFRM	Monday thru Fri.
9:45 A. M.—Arthur Godfrey Nabisco Crackers	KMBC	Monday thru Fri.	Cross Section, U. S. A.	KMBC	Saturday
9:45 A. M.—News with Henry Wheat	KFRM	Daily except Sun.	Saturday Swing Time	KFRM	Saturday
10:00 A. M.—Arthur Godfrey—Chesterfield	KMBC-KFRM	Sunday	Orchestra	KMBC	Sunday
Tune Chasers	KFRM	Monday thru Fri.	Cavalcade of Music	KFRM	Sunday
Camp Fire Girls	KMBC-KFRM	Saturday	3:45 P. M.—Ma Perkins—P. & G. Oxydol	KMBC	Monday thru Fri.
Concert Hall	KMBC-KFRM	Sunday	4:00 P. M.—Young Dr. Malone—P. & G. Crisco	KMBC	Monday thru Fri.
10:05 A. M.—Let's Pretend—Cream-O-Wheat	KMBC	Saturday	Lean Back and Listen	KFRM	Mon., Wed., Fri.
10:15 A. M.—Harry Jenks	KFRM	Daily except Sun.	F. Y. I., For Your Information	KFRM	Tues., Thurs.
10:30 A. M.—News, Bill Griffith—Hy-Power Chili & Tamales	KMBC-KFRM	Daily except Sun.	Radio Reporter's Scratchpad	KMBC	Saturday
News, John Farmer	KMBC-KFRM	Sunday	Stars on Parade	KFRM	Saturday
10:35 A. M.—Livestock Markets—Schreiber Feeds	KMBC-KFRM	Monday thru Fri.	Main Street Music Hall	KMBC	Sunday
Three-Quarter Time	KMBC-KFRM	Saturday	Proudly We Hail	KFRM	Sunday
10:40 A. M.—Grain and Produce Markets—I. D. Russell Co.	KMBC-KFRM	Saturday	4:15 P. M.—The Guiding Light—P. & G. Duz	KMBC	Monday thru Fri.
10:45 A. M.—Rosemary—Ivory Snow	KMBC	Monday thru Fri.	Meet the Band	KFRM	Daily except Sun.
Texas Rangers	KFRM	Daily except Sun.	4:30 P. M.—This Is Nora Drake—Toni Home Permanent	KMBC	Monday thru Fri.
Garden Gate	KMBC	Saturday	The KFRM Bandstand	KFRM	Monday thru Fri.
Music in Review	KMBC-KFRM	Sunday	CBS Orchestra	KMBC	Saturday
11:00 A. M.—Wendy Warren—Maxwell House Coffee	KMBC	Monday thru Fri.	Serenade in Blue	KFRM	Saturday
South of the Border	KFRM	Monday thru Fri.	Symphonic Treasures	KFRM	Sunday
Theater of Today—Armstrong Floor Coverings	KMBC	Saturday	4:30 P. M.—Range Riders	KMBC	Sunday
Mindy Carson Show	KFRM	Saturday	4:45 P. M.—Share The Wealth—Kroger	KMBC	Daily except Sun.
P. Hans Plath, Organ Music	KMBC-KFRM	Sunday	News, Hal Harvey	KFRM	Sunday
11:15 A. M.—Aunt Jenny—Spry	KMBC	Monday thru Fri.	4:55 P. M.—News	KMBC	Monday thru Fri.
Colorado Pete	KFRM	Daily except Sun.	5:00 P. M.—The Texas Rangers	KMBC-KFRM	Monday thru Fri.
11:30 A. M.—Romance of Helen Trent—Acrowax	KMBC	Monday thru Fri.	Forward America	KMBC-KFRM	Sunday
Corn Crib Carnival	KFRM	Daily except Sun.	Lyn Murray	KMBC-KFRM	Saturday
Romance	KMBC	Saturday	5:15 P. M.—Big Brother Club	KMBC-KFRM	Monday thru Fri.
This Week on the Team	KMBC-KFRM	Sunday	5:25 P. M.—Where's A Good Show?	KMBC-KFRM	Monday thru Fri.
11:45 A. M.—Our Gal Sunday—Anacin	KMBC	Monday thru Fri.	5:30 P. M.—Western Echoes—Grennan Cakes, Taystee Bread	KMBC-KFRM	Daily except Sun.
Texas Rangers—National Biscuit Co., Salina Concrete Products	KFRM	Daily except Sun.	Weather Bureau Report	KMBC-KFRM	Sunday
12:00 Noon—Noon Dinner Bell Edition of News—Duff & Repp Furniture, Peter Paul Candies	KMBC-KFRM	Daily	5:35 P. M.—Martial Music	KMBC-KFRM	Sunday
12:10 P. M.—David Rose Show	KMBC-KFRM	Sunday	5:45 P. M.—News with Lowell Thomas	KMBC	Monday thru Fri.
12:10 P. M.—Feed Lot Chat—Staley Feeds	KMBC-KFRM	Monday thru Fri.	5:45 P. M.—The Dick Haymes Show	KFRM	Monday thru Fri.
Dinner Bell Roundup	KMBC-KFRM	Saturday	The Bandstand	KMBC-KFRM	Saturday
12:25 P. M.—Livestock Markets Weekly Review	KMBC-KFRM	Saturday	News, John Farmer	KMBC-KFRM	Sunday
12:30 P. M.—Livestock Markets	KMBC-KFRM	Monday thru Fri.	5:55 P. M.—Sports Highlights, Sam Molen	KMBC-KFRM	Sunday
This Livestock Business—Kansas City Livestock Interests	KMBC-KFRM	Saturday	6:00 P. M.—News, Jack Benton—Emery-Birl-Thayer, Studebaker	KMBC-KFRM	Daily except Sun.
12:35 P. M.—Dinner Bell Roundup	KMBC-KFRM	Monday thru Fri.	Cote Glee Club	KFRM	Sunday
12:40 P. M.—Dinner Bell Roundup	KMBC-KFRM	Saturday	6:10 P. M.—Sports Highlights—Standard Oil	KMBC-KFRM	Daily except Sun.
			6:15 P. M.—U. S. Weather Bureau Report	KMBC-KFRM	Daily except Sun.
			6:20 P. M.—Rhythm Riders—B. C.	KMBC-KFRM	Daily except Sun.

The KMBC-KFRM Team
222 W. 11th St.
Kansas City 6, Mo.

Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
KANSAS CITY, MO.
Permit No. 2581

KMBC KFRM

HEART BEATS



from the Heart of America

VOL. 9, NO. 4

KANSAS CITY'S RADIO MERCHANDISER

APRIL, 1952

KFRM NOW CBS AFFILIATE

HIGH HONOR TO GRIFFITH

Sigma Delta Chi Award To KMBC-KFRM's Bill Griffith

Bill Griffith, KMBC-KFRM newsman is the winner of the National Sigma Delta Chi Award for Radio Newswriting for 1951. The announcement was made by Victor E. Bluedorn, executive director of Sigma Delta Chi, the nation's largest fraternity of newsmen. The Distinguished Service Award in American Journalism is one of the highest honors a newsman can attain. Griffith's recognition came as a result of his coverage of the great Kansas City flood of 1951. A jury of veteran and distinguished journalists in handing Griffith the first award for newswriting made their selection because, "In his coverage of one of the great stories of 1951, the Kansas City flood, Mr. Griffith successfully combined all the elements of an outstanding radio newsman. In reporting, writing and effective radio presentation Mr. Griffith not only captured the dramatics of his story but also provided essential public information in time of emergency. His work honored the best traditions of news writing." The citation further stated that Griffith "established new standards of excellence and maturity in the field of newswriting."



BILL GRIFFITH

Native Kansan

Bill is a native Kansas Citian. He attended grade, high school and junior college in Kansas City, Kansas. He is a graduate of the University of Kansas with a degree in journalism and is a member of Sigma Delta Chi.

Griffith entered professional journalism as a reporter on the staff of the Kansas City "Kansan" in 1928.

He joined KMBC of Kansas City in October of 1945.

Griffith's "Coffee Cup Edition of the News" (7:15 a.m.) is sponsored by Diamond DX Gasoline and Oils, his "Coffee Cup Final" (8:15 a.m.) on Tuesday, Thursday and Saturday by A. Y. McDonald Mfg. Co., and his "Ten Thirty News" on Tuesday, Thursday and Saturday by Cloverset Nurseries, and on Monday, Wednesday and Friday by Rutherford Sales Corp.

STARS SHINE ON KFRM



There are a host of new stars shining nowadays on KFRM. Among them are, upper left, Irene Beasley star of "Grand Slam" (Monday through Friday, 2:45 p.m.). Upper right, Florence Freeman heard as Wendy Warren, (Monday through Friday at 11:00 a.m.) Julie Stevens in "The Romance of Helen Trent" (11:30 a.m.) lower left and lower right, Margaret Draper of "Brighter Day" at 1:45 p.m. The gentleman in the center is Cedric Adams heard daily at 2:40 p.m.

"I Was A Communist for The F.B.I." Broadcast in Public Interest by Kansas City Power & Light

As loyal Americans are going about their daily business, the evil forces of communism are gnawing at the very foundation of our democracy. This is the imperative message relayed by the most timely and powerful radio show in America, "I Was A Communist For the F.B.I.," based on one of the most provocative documents in America's war against communism, and starring Hollywood's Dana Andrews.

Heard over The KMBC-KFRM Team every Sunday at 12:30 p.m. sponsored by Kansas City Power

& Light, the real-life story of Matt Cvetic shocked 40,000,000 Americans when it appeared in the Saturday Evening Post, and made additional millions of citizens aware of the Red menace when it was dramatized on the movie screen. During the nine years in which he posed as a communist for the Federal Bureau of Investigation, this man reported step-by-step to the F.B.I. the Red plots to undermine our country, and each secret he learned was worth his life.

In the starring role Dana An-

draws brings to the dynamic part of this selfless man all the power and impact of characterization that made him a famous star. He will long be remembered for his compelling performance in the Academy Award winning "The Best Years of Our Lives," and many others.

No American can afford to miss a single program in the sensational new series, "I Was a Communist For the F.B.I.," over KMBC-KFRM, Sundays at 12:30 p.m., sponsored by Kansas City Power and Light.

Increase Popularity Of KFRM In New Set Up

KFRM, already top-rated station with Kansas farm and small town audiences should become increasingly outstanding in 1952 with CBS Radio Network programs.

KMBC's team-mate began regular daily broadcasting of CBS programs December 16, 1952 following an announcement by Arthur B. Church, Founder - President of the KMBC-KFRM Team, of a new renewal contract between Midland Broadcasting Company and Columbia Broadcasting System, Inc.

"Our new CBS contract is unusually interesting to our listeners throughout the vast Kansas City trade territory and important to our advertising clients," Mr. Church said. "Everyone now knows that the KMBC-KFRM Team lays down a strong signal over this vast area including western Missouri and extending west through Kansas well into Colorado, daytime. But because KFRM on 550 has been a daytime only station, CBS hesitated to take on KMBC's teammate as an affiliate."

KFRM needed network pro-
(Continued on page 2)



MR. CHURCH

New Public Service Program On Team

An outstanding new public service feature was introduced on KMBC-KFRM of January 28. The program is "This I Believe,"

featuring Ed-
row. The new
program, aired
at 6:20 a. m.
and again at
6:20 p.m. daily
on K M B C-
K F R M has
been given na-
tional acclaim.



ED MURROW

The series is based on the truism that material values were gaining and spiritual values were losing among people generally. Each day Mr. Murrow has on the program a successful man or woman who will express their own personal philosophy on "This I Believe."

As the series gets underway, a prominent Kansas Citian will express him or herself once each week on "This I Believe" as Mr. Murrow's guest.

KMBC KFRM

HEARTBEATS

from the Heart of America

VOL. 9, NO. 4

KANSAS CITY'S RADIO MERCHANDISER

APRIL, 1952

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.

The KMBC-KFRM Team

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager

George J. Higgins, Vice President and Managing Director

G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department

Harold Storm, Director of Promotion, Editor

Nationally Represented By

FREE & PETERS, INC.

CHICAGO (1)

230 N. Michigan

Franklin 2-6373

DETROIT (26)

3463 Penobscot Bldg.

Woodward 1-4255

HOLLYWOOD (28)

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Hollywood 9-2151

ATLANTA (3)

322 Palmer Bldg.

Main 5667

SAN FRANCISCO (4)

1226 Russ Bldg.

Sutter 1-3798

FORT WORTH

406 W. 7th Street

Fort Worth 36-3349

Radio Dominates Radio-TV Scene

More than twice as many radio sets were made in the twelve months period ending May 31, 1951 than TV sets, according to recently published figures by Radio and Television Manufacturers Association. The report stated 8,377,521 AM only radio sets (including auto) were made in the twelve months period, not including 932,750 AM-FM radio sets and FM sets, and not including TV-radio combinations. The total number of TV sets made (including those with radio) was 4,669,606. From these figures it would appear that out of all radio and TV sets made during the twelve months, at least three out of four sets were either radio only or including radio.

The continued dominance of radio reflected by these latest manufacturing figures is particularly interesting in view of the much greater publicity recently given TV. It is interesting, also, to note the trend indicated by figures furnished by the same source which showed that during the month of May six out of every seven radio and TV sets made were radio sets (mostly AM) and that the TV figures included TV-radio combinations.

It appears, therefore, that the public is still preponderantly interested in radio despite the growth of TV.

R. B. Rice Sponsors "Brush Creek Follies"

A segment of the popular KMBC-KFRM Brush Creek Follies is now under sponsorship of R. B. Rice for R. B. Rice's Country Sausage. The sponsorship is for the 9:00 to 9:15 p. m. Saturday portion on KMBC and 2:30 to 2:45 p. m. Sunday on KFRM.

The schedule has a double impact which is mighty important to the grocers selling Rice's Country Sausage. First, of course is the huge KMBC-KFRM audience hearing the messages and second the large live audience which attends "Brush Creek Follies" in TV Playhouse every Saturday.

The commercials are done by the incomparable Hiram Higsby with a flavor as good as the delicious product being sold. Hiram is creating quite a stir with the live audience by giving away several of the famous little Rice's trade mark plaster pigs. Grocers throughout the KMBC-KFRM area will do well to keep those little pigs displayed prominently in their meat departments and get full advantage of the splendid selling help afforded by this schedule.

KFRM Now CBS Affiliate

(Continued from page 1)

gramming to round out its program balance and we held out for the best network. Having a quarter-century affiliation with CBS for K M B C we patiently 'waited out' our discussions with CBS officials. We are delighted that finally we sold them on the idea that KFRM is unlike any other station, located as it is out in the wheat fields of Kansas, far from any sizable city."

"Listeners in a larges rural area, in which KFRM has by far the strongest signal of any CBS station, can now enjoy many CBS entertainment and informational programs they could not hear before," Mr. Church continued.

"Most of the CBS Radio Network programs on KFRM are carried by the Team," he explained. "Among these, weekdays, starting at 9:15 a. m., are: 'Arthur Godfrey and All the Little Godfreys,' 'Rosemary,' 'Wendy Warren,' 'Romance of Helen Trent,' 'Brighter Day,' 'Hilltop House,' 'House Party,' 'Cedric Adams,' 'Grand Slam,' 'Carl

Smith,' 'Young Dr. Malone,' 'This Is Nora Drake,' and 'Lowell Thomas.'"

"As strong as KFRM local programming has been proved by numerous surveys, obviously CBS programs that include many of the highest rating daytime radio programs on any network will further boost KFRM ratings. Needless to say, KMBC-KFRM advertisers will benefit greatly."

"Regardless of the greatly increased circulation of the KMBC-KFRM Team resulting from KFRM-CBS affiliation, we are not now increasing rates," Mr. Church declared. "Recent Kansas City Hooperatings give KMBC the greatest superiority over its competitors we have ever enjoyed. Moreover, the October, 1951, Coincidental Survey for the KMBC-KFRM Area—The Kansas City Primary Trade Area—proves the leadership of the Team to an extent we would be justified in materially increasing Team rates."

"We have decided that the KMBC-KFRM Team will be sold on a basis that will continue to give advertisers by far the best buy they can get from any broadcaster that covers even a fair portion of the huge Kansas City Trade Area the Team covers. This is reflected in our new KMBC-KFRM Rate Card, recently distributed."

"Retailers throughout the

IT HAPPENED IN THE HEART OF AMERICA

AWARD TO NEWSMEN




One of the many awards and citations presented to KMBC for outstanding public service during the July flood was the Veterans of Foreign Wars "Certificate of Merit." Frank C. Hilton, Commander in Chief, is shown above making the presentation to News Director John Farmer.

PLAY FOR AAA



Pictured above is the Kansas City Philharmonic Orchestra on the stage of TV playhouse. The Philharmonic and Metropolitan Opera star Helen Jepson appeared in TV Playhouse during October on a special program for delegates attending the annual national convention of the American Automobile Association. TV Playhouse in KMBC Building has had all 2600 seats filled by Saturday night Brush Creek Follies fans.

EVANS COVERS FFA



Occasionally Phil Evans, KMBC-KFRM Farm Director, gets an opportunity to interview the same person twice on the air. It isn't often, however, that those interviews are twenty years apart. At a recent FFA convention in Kansas City, Phil (right) talked to a number of the delegates and their supervisors including Jim Steele, (center) who was the first president of FFA twenty years ago. Phil had interviewed him at the time of his election.

KFRM area will be quick to realize the increased sales push KFRM-advertised products will have as a result of the new CBS affiliation, and jobbers and manufacturers alike will capitalize on this new plus-value." Mr. Church concluded, "The KMBC-KFRM Team expects business to be darned good! And why shouldn't we enjoy such anticipation, knowing we have not only unequalled coverage of the great Kansas City Trade Area but also highest listener rating."

KFRM Stars Sing For Plush Mills

The sales of Sunflower Feeds are being boosted throughout the Kansas City Trade Area by KFRM's "Millie & Sue" program. The tuneful quarter-hour program by three of KMBC-KFRM's singing stars is heard over KFRM each Monday through Saturday at 1:00 p. m. Dealers in the area are finding it profitable to tie in Sunflower Feed displays with "Millie & Sue" program posters.

Extra Radio Audience Revealed In New Study

A great volume of extra radio listening never before measured has been revealed by a new nationwide audience study, sponsored jointly by the CBS Radio Network and the NBC Radio Network.

The study also showed that the listening that goes on in family living rooms to the "big" set today represents only a fraction of the total listening to all radios.

This away-from-the-living-room trend was particularly marked in radio-television homes, where 77% of all radio listening is now done to "secondary" sets. But even in radio-only homes, the proportion of listening done outside the living room now rises to 51%.

For example, the survey found that 43% of the audience for a popular morning radio program was listening in the kitchen, 39% in the living room, 11% in bedrooms, 2% in the dining room, and 5% out of home.

For some nighttime programs, living-room listening is still substantial, but by no means accounts for the whole audience. The listening to a Sunday night music show broke down as follows: living room 63%, bedroom 11%, kitchen 10%, den 2%, dining room 2%, out of home 12%.

Measured All Types of Sets

The new study, conducted by the American Research Bureau, measured all listening to all sets, in all locations. All findings of the nation-wide survey are therefore projectable to the entire U.S. population.

The joint NBC-CBS Radio study also uncovered much new information about set ownership and listening habits. For example, it showed that radio-TV homes now have more radio sets than radio-only homes have. In every hundred families with television, there are now some 253 radio sets in working order. In every hundred families without television, there are 219 radios. Furthermore, 46% of the television families have three or more radios; a smaller proportion—35%—of all radio-only families have three or more radios.

The study showed that while radio-television families have fewer living-room radios than radio-only homes, the homes with television have more radios everywhere else—in bedrooms, kitchens, and automobiles. They also have more portables. Here's how it breaks down:

	Radio-Only Families	Radio-TV Families
1 or more radio sets	97%	98%
2 or more radio sets	68	77
3 or more radio sets	35	46
4 or more radio sets	14	22
5 or more radio sets	5	10

And a significant marketing point: in radio television homes, mother (the family purchasing agent) still uses the radio most: mother, 52%; father, 21%; daughter, 13%; son, 10%; others, 4%.

Broadcast From State Fairs; American Royal

The KMBC-KFRM Team took to the road last summer and fall to broadcast from both the Missouri State Fair in Sedalia and the Kansas State Fair in Hutchinson.

Each noon during the fair days, the "Dinner Bell Roundup" was broadcast before a large audience on the fair grounds. The KMBC-KFRM Team also covered the American Royal held in Kansas City during October. Along with the "Dinner Bell Roundup," farm programs and interviews conducted by Special Events Director Jim Burke originated from the American Royal Building.

1951 BIG YEAR FOR "TEAM"

INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



Joining the parade of Heartbeats gals is this luscious beauty who is the singing partner KMBC alumni Curt Massey at 9:45 p.m., Monday, Wednesday and Friday evenings over KMBC. She's liltin' Martha Tilton, a terrific singer, by the way.



Julie Bennett plays supporting roles on several CBS dramatic shows including "Aunt Jenny," "Theatre of Today," "Gangbusters," and "Grand Central Station."



This attractive miss, Joy Terry, is frequently heard on various CBS programs, among them "Lux Radio Theater" at 8:00 p.m. Mondays on KMBC, and "Dr. Christian," 7:30 p.m. Wednesdays.

"Club 15" Sparks Soup Sales For Campbell

The Campbell Soup Company is continuing to spark their sales program with the sponsorship of "Club 15." On KMBC-KFRM Mondays, Wednesdays and Fridays at 6:30 p. m., the attractive quarter-hour song session teams up Gisele MacKenzie and Bob Crosby each Monday and Friday. Jo Stafford accompanies Crosby on the Wednesday broadcast and the versatile Modernaires are heard regularly.

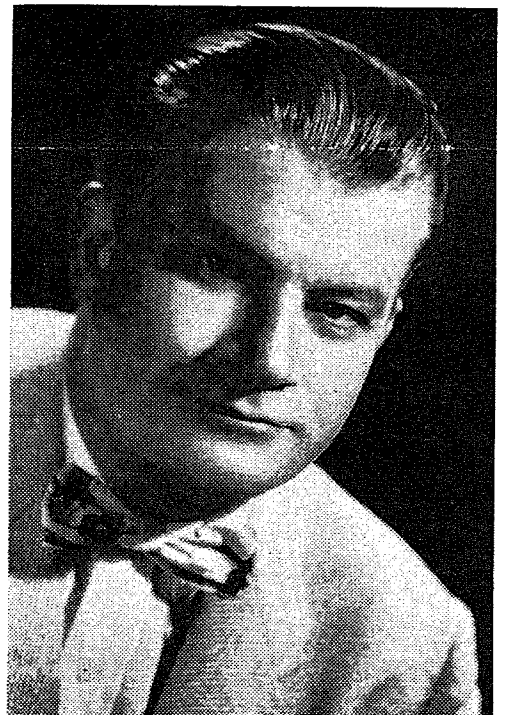
"BIG BROTHER CLUB" HAS BIG MEMBERSHIP



This array of smiling faces is a common occurrence on KMBC-KFRM's "Big Brother Club." Chief Big Brother Tim West, back left, and Lee Stewart, back right, are frequent hosts to guests of interest to children of all ages. The program is aired on KMBC each Monday through Friday at 5:15 p.m. and on KFRM at 4:30 p.m. Pictured above is Lew Hershey, center, former clown with Ringling Brothers Circus, and members of Cub Scout Pack No. 41.

"Give & Take" For Cannon Mills

"Give and Take," well-known radio quiz show starring John Reed King as quizmaster, is being sponsored each Saturday at 9:30 a. m. on KMBC-KFRM by Cannon Mills, Inc.



JOHN REED KING . . .

Each broadcast features five contestants, each of whom gets a chance at two prizes. A new feature of the broadcast is the "Salute to the Cities." A city name is mentioned to the listening audience alone at the beginning of the show. The contestant who names it in the course of the program wins the jackpot.

BUSY BEAUTY



Fran Carlon who portrays Lorelei Kilbourne, ace girl reporter on CBS-KMBC "Big Town" devotes her spare time to entertaining wounded service men and taking part in Red Cross activities. Her husband is in France with the AEF. "Big Town" is heard every Wednesday at 7:00 p.m. over KMBC for Lever Brothers' Lifebuoy Soap.

Hiram Higsby In New "Folk" Series

Hiram Higsby, versatile KMBC-KFRM star, recently launched a Monday-Wednesday-Friday program of old time folk songs and ballads.

Higsby, possessor of one of the largest collections of folk songs in this section of the country, strums the guitar and sings ballads seldom heard in modern days. The quarter-hour program is heard on the KMBC-KFRM Team at 5:00 p. m.

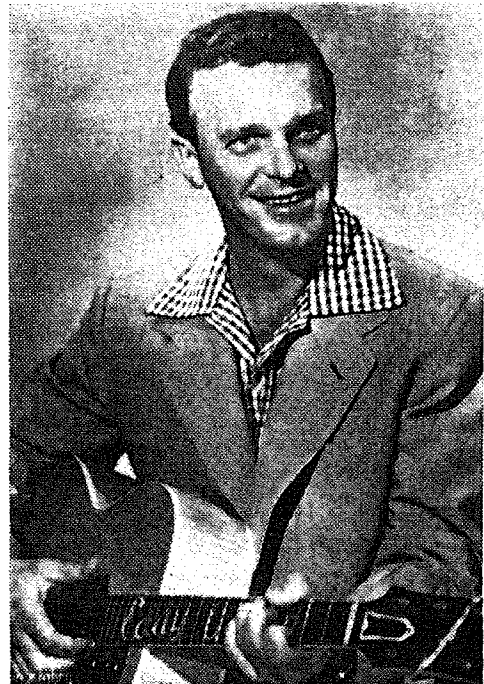
"Station" For Toni

"Grand Central Station," one of the most consistently popular Saturday daytime dramatic programs, now has a new sponsor—The Toni Company.

Heard on KMBC Saturdays at 1:00 p.m., the series presents all-Broadway casts in stories of comedy, romance, and drama—all originating in the most famous railroad terminal of the world. The product advertised is Prom.

Purina Stars Arnold On KMBC-KFRM

Eddy Arnold, Ralston Purina's "Number 1" salesman, is the singing star of his own show heard every Tuesday and Thursday on KMBC-KFRM at 5:00 p.m.



EDDY ARNOLD . . .

On his new fifteen minute programs, the "Tennessee Plowboy" features folk tunes, hymns and romantic ballads that appeal to all listeners. The programs are sponsored by Ralston Purina breakfast cereals.

King Arthur Godfrey On KMBC-KFRM

The indefatigable Arthur Godfrey has taken on another weekly half-hour broadcast, "King Arthur Godfrey and his Round Table," heard each Sunday on KMBC-KFRM at 4:00 p. m.



ARTHUR GODFREY . . .

Arthur Godfrey, CBS star with the iron constitution, is also heard over KMBC weekday mornings from 9:00 to 10:30 on "Arthur Godfrey Time" and at 7:30 Tuesday nights on "Arthur Godfrey's Talent Scouts." KFRM carries the Arthur Godfrey 9:15 a.m. week-day program.

Featuring highlights of Godfrey's weekday shows, the Sunday program is under the sponsorship of Kingan and Company, Inc. The program aims at giving the entire family an opportunity to enjoy the Godfrey humor, especially persons unable to hear his weekday programs.

"Messiah" Airs From TV Playhouse

The 35th annual performance of the Independence Messiah Choir was broadcast from TV Playhouse on December 23 from 10:30 to midnight. It marked the 56th performance and the 13th CBS network broadcast of the Oratorio originated by KMBC Messiah Choir is sponsored by the Reorganized Church of Jesus Christ of Latter Day Saints whose world headquarters are located in Independence.

The 280-voice choir was accompanied by 42 selected musicians, including members of the Kansas City Philharmonic Orchestra.

1951 Changes Give KMBC-KFRM Team "1952 New Look"

1951 saw more important developments and changes than any preceding year in the history of KMBC-KFRM, reported Arthur B. Church, president and founder of the KMBC-KFRM Team at a recent staff breakfast held in TV Studio.

"1951", said Mr. Church, "has had its full share of milestones, all of which were of vital importance to Midland Broadcasting Co., to the staff and to the advertisers alike. Most important, however, is the fact that last year's changes will reflect so strongly into the coming year that 1952 is certain to surpass 1951 in many phases."



MR. HIGGINS

Moving of the Staff

In February The KMBC-KFRM Team moved from its 20-year home in the Pickwick Hotel into the KMBC Building at 11th and Central. This occupancy of its own building represented a long-sought dream of Mr. Church and was the prime step in the actuality of what is now the midwest's finest radio and television center. The move reached its climax May 21, with the grand opening to the public of the KMBC Building and celebrated the Thirtieth Anniversary in broadcasting of Mr. Church. "Thirty Years and Thirty Days" after his first broadcast from what is now KMBC.

Another 1951 milestone was the appointment of George J. Higgins as vice-president in charge of sales. Mr. Higgins with 20 years of radio experience, resigned his position as general manager of WISH, Indianapolis to join the Midland Broadcasting Company.



ART CHURCH, JR.

Higgins Succeeds Koerper

In September, Mr. Church announced that Mr. Higgins would succeed Karl Koerper as Vice-President and Managing Director. Mr. Koerper, long-time friend of Mr. Church and 13 years Vice-President of KMBC, resigned to accept the highly important post of Vice-President of the Kansas City Power & Light Company.

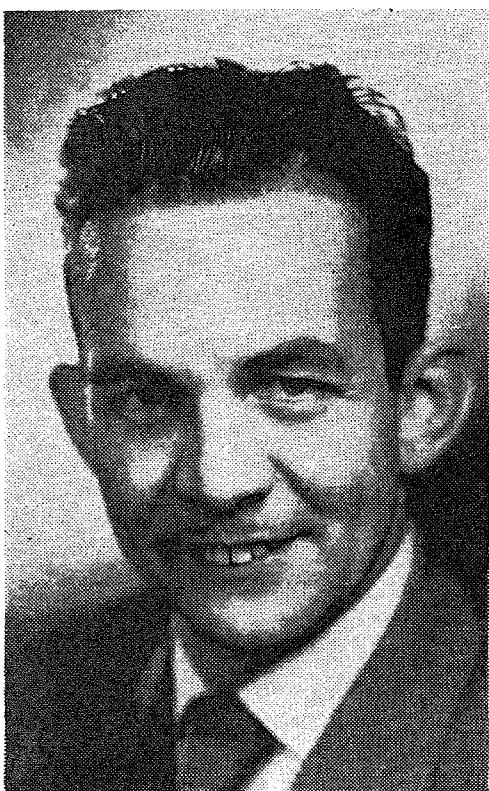
An August milestone, was the long-expected connection with KMBC of Arthur B. Church, Jr., only son of the founder of the station. During the preceding year, following his graduation from Amherst College, "Art" had been employed by CBS, obtaining a thorough indoctrination with the network with which KMBC has been associated for a quarter of a century. His first KMBC job was Brush Creek Follies doorkeeper at the age of 11. Between graduation from Pembroke Country Day and admission at Amherst he served a year's stint in the Navy. His Columbia "indoctrination" included a month at the CBS-TV New York studios,

(Continued on page 4)

GOETZ SPONSORS "BRIGHT STAR"

"Rhymaline Matinee" Is Inaugurated On KMBC-KFRM

Rhymaline fan mail topped the 1000-mark recently, setting an all time high for Kansas City's oldest daily, mail pulling program.



FRANK WIZARDE . . .

This was a few weeks after the new afternoon edition of Rhymaline went on the air.

For many years KMBC-KFRM listeners have contested for "A Dollar and a Diploma" by submitting rhymes including song titles for "Rhymaline Time." Entries for the 7:30-8:15 morning program usually run from 400 to 600 per week.

After the new participation sponsorship plan "sold out" quickly in the fall of 1951 it was decided to do a matinee edition of this proved audience feature. Frank Wizarde emcees Rhymaline Matinee, 3 to 3:25 p. m., Mondays through Fridays. Music is furnished by the Tune Chasers and The Texas Rangers, alternate days, with guest artists, and with news briefs by John Farmer.

Linkletter Adds Wit To "People Are Funny" Tues. on KMBC

"People Are Funny" with Art Linkletter supplies many a laugh to KMBC listeners each Tuesday night at 7:00.



ART LINKLETTER . . .

Celebrated for his agile tongue and nimble wit before the microphone, emcee Linkletter is never at a loss for laugh-pulling stunts for contestants to perform. Mars Candy Company sponsors the show.

"Wheat Doing Something About Weather News"

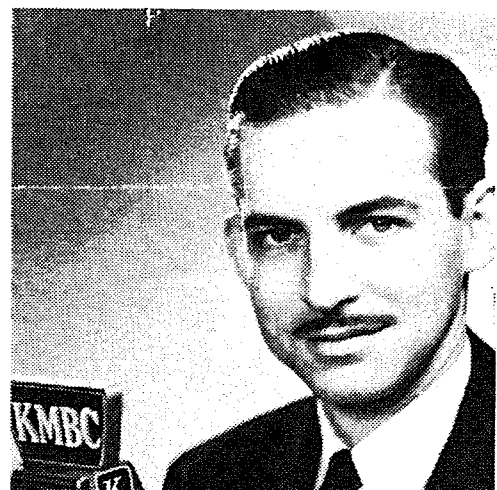
—Variety.

Nutrena Mills has renewed sponsorship of the KMBC-KFRM brilliant weather man, Henry Wheat's "7:25 Weather News." This schedule is a part of Nutrena's big 1952 Chick Campaign. Wheat has built up a tremendous following through out the area with his hilarious characterizations. In fact so clever is this presentation that a recent issue of Variety magazine says, . . .

"This one might be an answer to Mark Twain's historic quip in that Henry Wheat is doing something about weather news. Reports on the atmosphere are in themselves news enough to interest listeners, as witness the many broadcasts and announcements daily devoted to this subject. But at the KMBC-KFRM team, Wheat gives the weather a little lift by his unusual treatment.

The Wheat formula is to take the morning weather report, deliver most of it straight and then veer off into a tall tale about the weather man, or old Jack Frost, or some such mythical character. The yarn is Wheat's own fiction, usually involved with a standard pun or quip as the punch line, an injecting some fun into the weather news.

It was something over a year ago that Wheat was given this



HENRY WHEAT . . .

five minutes and asked to do something about the weather news. His humorous anecdotes seem to fill the bill, as his imaginative versions are not only standard on the station schedules, but they are now repeated at 8:25 a. m. (sustaining for the time being). Evidently the weather is here to stay and so are the serio-comic reports by announcer Wheat."

Quin.

CBS Radio Stars Win Top Awards

Five out of six network awards were won by CBS Radio stars and programs in the 22nd annual Radio Poll of the Cleveland Plain Dealer, the nation's oldest radio poll.

Arthur Godfrey captured two first place positions. Godfrey was voted the "Favorite Entertainer" and his show was named "Best Variety Show" by the voters. "Arthur Godfrey Time" is heard on KMBC each weekday morning from 9:00 to 10:30.

Lowell Thomas won "Best Network News Show" honors for his broadcast heard over KMBC at 5:45 weekdays.

CBS Radio's "Suspense" won the "Best Mystery Program" honors. "Suspense" is heard Monday nights on 7:00.

"Lux Radio Theatre," a perennial winner being heard over KMBC Mondays at 8:00 p. m., scored a resounding victory in the "Best Dramatic Show" field.

EDITOR vs REPORTER



"I scooped you boss," seems to be what ace reporter Fred MacMurray is telling lady editor Irene Dunne of the Morning Star. The lovely academy award winner, Irene Dunne, plays the female lead in KMBC's new comedy adventure series, "Bright Star," heard each Wednesday at 9:00 p. m. Movie favorite Fred MacMurray co-stars with Miss Dunne as her star reporter who carries a grudge against lady editors.

"GRAND SLAM" WINNER



Mrs. H. H. Thomas, 1814 Cleveland, Kansas City, Mo., had an exciting day, when she was presented a \$100 defense bond, and numerous other gifts, as her prizes for winning the listener "Grand Slam" radio award. This program is heard in Kansas City over KMBC.

The bond was presented by Mr. Jerry Walsh, Sales Manager of Continental Baking Co. in Kansas City, Mo.

Mrs. Thomas, a charming housewife, 66 years old, confessed that she would have to learn to cook all over again with her many kitchen helps, which were among the many prizes. Besides the defense bond, she received a Universal Toaster, Naxon French fryer, Dormeyer food mixer, Damsonite luggage, Max Factor Make-Up kit and a set of Double-Glo Christmas tree decorations.

Galen Drake On KMBC For Soilax

Well-known radio commentator Galen Drake — called by one leading columnist "one of the five top personalities in radio" — is now broadcasting his Saturday morning series over KMBC.

Humorous anecdotes, current events, movie and book reviews, music and a flavoring of down-to-earth philosophy are all included in his easy-going informal broadcasts at 9:25 a. m.

Gangbusters Sixteenth Season

Entering its sixteenth consecutive year on the air, the famous anti-crime series, "Gangbusters," is being sponsored on KMBC by General Foods.

Each Saturday night at 8:00 the broadcasts, presented in cooperation with local police officials across the country, recreate authentic crime case histories from the nation's headlines. The program is famous for its weekly air descriptions of dangerous criminals-at-large. The clues have led to the capture of more than 300 criminals.

1952 New Look

(Continued from page 3)

sitting in with production directors on all CBS-TV shows then produced—January, 1950. (Early in 1952 Mr. Church and Mr. Higgins announced "Art's" promotion to Administrative Assistant). Numerous other changes played an important roles in the operation of the Team last year.



JIM LEATHERS

Leathers, well-known county agent and agronomist joined the staff replacing Ken Parsons. Leathers is holder of four "firsts" gained during his extension work. Hiram Higsby returned to KMBC-KFRM bringing with him the great enthusiasm and vitality which has made him so popular on Dinner Bell Round-up and Brush Creek Follies. Frank Wizarde brought himself and his hilarious "Elmer" to KMBC to add new zest to both air and stage productions.

Dunn-MacMurray Series Wednesday Eve. on KMBC

The perfect casting of Irene Dunne and Fred MacMurray in a new radio series has produced a highly popular comedy show on KMBC. Sponsored by Goetz Country Club Beer, "Bright Star" is heard each Wednesday night at 9:00.

Favorite of millions, famous academy award winner Irene Dunne plays the lady editor who hates reporters, and Fred MacMurray plays the ace reporter who hates editors, especially lady editors.

The setting for "Bright Star" is the newspaper office of editor Irene Dunne. The hilarious situations that evolve from their constant rivalry to out-scoop each other add up to make one of the finest comedy shows on the air.

Supporting Irene Dunne and Fred MacMurray is an all-star cast featuring announcer Harry Von Zell and the brilliant musical score of Irv Orton and his orchestra.

CBS Evening Line-up Unbeatable

Day after day, week in—week out, KMBC-CBS can always be depended upon for an outstanding radio bill-of-fare.

KMBC's early evening Sunday schedule presents three of the nation's top comedy shows. Jack Benny starts the fun at 6:00, "Amos 'N' Andy" entertain at 6:30, and Edgar Bergen and Charlie McCarthy bandy remarks at 7:00.

The mystery-drama "Suspense" story has moved to 7:00 Monday nights this season. Arthur Godfrey has resumed the 7:30 spot for his "Talent Scouts" program and "Radio Theater" is again heard from 8:00—9:00. Bob Hawk's quiz show has also joined the KMBC Monday night lineup, now being heard at 9:00.

Art Linkletter's "People Are Funny," heads the Tuesday night schedule at 7:00. "Mr. and Mrs. North" and "Life With Luigi" follow at 7:30 and 8:00.

Comic Red Skelton adds his zany characterizations to Wednesday night's schedule at 8:00 and Bing Crosby and his weekly guests exchange song and banter at 8:30.

Thursday night's entertainment starts off with "The F. B. I. In Peace and War" at 7:00, followed by the "Hallmark Playhouse" at 7:30.

Eve Arden dons her role of "Our Miss Brooks" at 7:00 each Friday night and Rex Allen breaks out the western entertainment at 9:00.

Saturday night finds Gene Autry at 7:00 and the new "Tarzan" show at 7:30, and authentic police adventure at 8:00 with "Gangbusters."

Hospital Backdrop For New Show

"City Hospital," a new and gripping series of dramatic moments in the lives of doctors, nurses and patients, is now being sponsored on KMBC each Saturday at 2:00 p. m. by Carter Products, Inc., makers of Arrid and Carter's Pills.

The series, set against the backdrop of a large city hospital, stars Santos Ortega as Dr. Barton Crane, medical director of "City Hospital."

The KMBC-KFRM Team
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KMBC KFRM

HEART BEATS

from the Heart of America

VOL. 9, No. 5

KANSAS CITY'S RADIO MERCHANDISER

JULY, 1952

BIG PUBLIC SERVICE EFFORT ON "TEAM"

CBS-KMBC To Give Complete Convention Coverage

The 1952 Presidential election campaign, beginning with full coverage of the Republican and Democratic Conventions in Chicago in July, continuing with a non-partisan 13-week "get out the vote" campaign and concluding with election returns on the night of Nov. 4, will be presented on the full CBS Radio Network, it was announced today.

The campaign and election coverage will be sponsored by the Westinghouse Electric Corporation on a selected group of CBS Radio stations including KMBC. This purchase by Westinghouse represents the first advertiser's use of the network's Selective Facilities Plan, recently announced.

This will be the most complete program package ever developed for a Presidential campaign.

The 13-week "get out the vote" campaign will start in August and continue until election eve. It will offer equal half-hour segments of prime evening time to both major political parties to present their campaign issues, through their candidates and other leading political figures.

Both the Republican Convention, beginning July 7, and the Democratic Convention, starting July 21, both at the International Amphitheatre in Chicago, will be elaborately covered. CBS Radio will devote a minimum of 20 hours to coverage of each convention.

Edward R. Murrow, Lowell Thomas, Robert Trout, Douglas Edwards, Walter Cronkite, Charles Collingwood, Larry LeSueur, Don Hollenbeck, Winston Burdett, Allan Jackson, David Schoenbrun, Eric Sevareid, Bill Shadel, Joe Wershba, Griffing Bancroft, Bill Costello, Ron Cochran, Dwight Cooke and Lyman Bryson are among the top flight staff of political broadcasters and analysts who will participate in the convention coverage.

Radio coverage at the conventions will include use of many different studios in many locations. Mobile transmitters and walkie-talkies will be used from the convention floor.

Starting at 8:00 PM, on Election Night, Nov. 4, and continuing until a decisive trend has been established, voting returns will be brought to the Heart of America by CBS Radio and KMBC.

CBS NEWS CREW TO REPORT CONVENTION



CBS Newsmen covering the Convention are, reading from left to right, TOP ROW: David Schoenbrun, Bill Costello, Larry LeSueur, Ron Cochran, Robert Trout. SECOND ROW: Eric Sevareid, Charles Collingwood, Edward R. Murrow, Lowell Thomas, Dwight Cooke. THIRD ROW: Bill Shadel, Joe Wershba, Edward P. Morgan, Alistair Cooke, Bill Downs. BOTTOM: Don Hollenbeck, Allan Jackson, Winston Burdett, Griffing Bancroft, Walter Cronkite, Douglas Edwards.

KMBC-KFRM Drives To Register All Eligible Voters

KMBC-KFRM of Kansas City has launched its full facilities into another great public service project. The new campaign, which is area-wide in its scope, is designed to "Make The Heart of America Truly American" by accomplishing a record registration and balloting in the up-coming elections, both primary and general. Said a KMBC spokesman, "We are well aware of the fact that campaigns of this type are conducted prior to every election and just as aware that very little ever seems to be accomplished. The KMBC-KFRM promotion is bigger and better organized than most such projects and we are prepared to do the kind of a job that can't help but succeed."

The initial program to get the vote out was made by KMBC-KFRM Newscaster Bill Griffith, winner of the Sigma Delta Chi Award for Newswriting in 1951, at 7:15 on Friday, May 23, in a fiery newscast. Griffith blasted those who had failed to register and announced the big campaign.

The big public service project, is now going into high gear with registrations increasing hourly and the KMBC-KFRM Team has pulled all stops in every department. All live broadcasts are carrying a reminder to get out and register. Station breaks have been designed to carry out the slogan and the same slogan has been incorporated into drop-in slugs of various sizes and furnished in mat form to newspaper advertisers in greater Kansas City as well as to the entire trade area.

In Kansas City, Missouri KMBC-KFRM is working hand in hand with the "Ballot Battalion" in a block by block registration plan. Seventy odd special registration booths have been set up and are open from five until nine p.m. for the convenience of those unable to register at the city hall. Volunteer workers are being assigned some 8500 square blocks in Kansas City, Missouri. KMBC conducted a three-day concentrated on-the-air appeal for these workers. KMBC also is devoting its Yellow Cab covers in Kansas City to the all-out effort.

In Kansas City, Kansas, station representatives have been meeting with the Chamber of Commerce and cooperating with that city in its all-out effort. Already registrations in Kansas City, Kansas are almost twice the national average. Here, too, the precinct books are out and KMBC makes daily reports as to their whereabouts.

A twelve man board has been
(Continued on Page 2, Col. 1)

"Chameleon" In Third Year On CBS

"Mr. Chameleon" is about to begin his fourth year of exciting mysteries for detective drama fans. The series began on the CBS network on July 14, 1948, and has steadily risen in popularity until its weekly audience numbers millions of listeners.

The series is given added reality by its title-role star, Karl Swenson, an expert in language dialects.

"Mr. Chameleon," sponsored by Sterling Drugs, is heard on KMBC Wednesday evenings at 8:00 P. M.

Inner Sanctum In KMBC Summer Series

One of America's best known sounds, the creaking door of "Inner Sanctum," was heard again on KMBC when the mystery-suspense program returned, with Boris Karloff as first guest.

Veteran radio and stage actor Paul McGrath will preside over the program as the eerie host.

"Inner Sanctum" is sponsored by Ennds Chlorophyll Tablets and Eye-Gene Eye Drops.

"It Happens Every Day" For White Rain, Prom

"It Happens Every Day," popular quip-a-minute KMBC Saturday afternoon feature, starring Arlene Francis and Bill Cullen, became a Team show on Monday, June 23. The five minute show airs at 3:20 p.m. Monday through Friday on KMBC-KFRM, still retaining its 1:25 p.m. slot, Saturdays on KMBC only.

The newly-added five days of "It Happens Every Day" is sponsored by White Rain Shampoo and Prom Home Permanent.

KMBC-KFRM HEARTBEATS

from the Heart of America

VOL. 9, NO. 5 KANSAS CITY'S RADIO MERCHANDISER JULY, 1952

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.

The KMBC-KFRM Team
MIDLAND BROADCASTING COMPANY
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George J. Higgins, Vice President and Managing Director
G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department
Harold Storm, Director of Promotion, Editor
Jack Carson, Associate Editor



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Griffith Feted At SDX Banquet

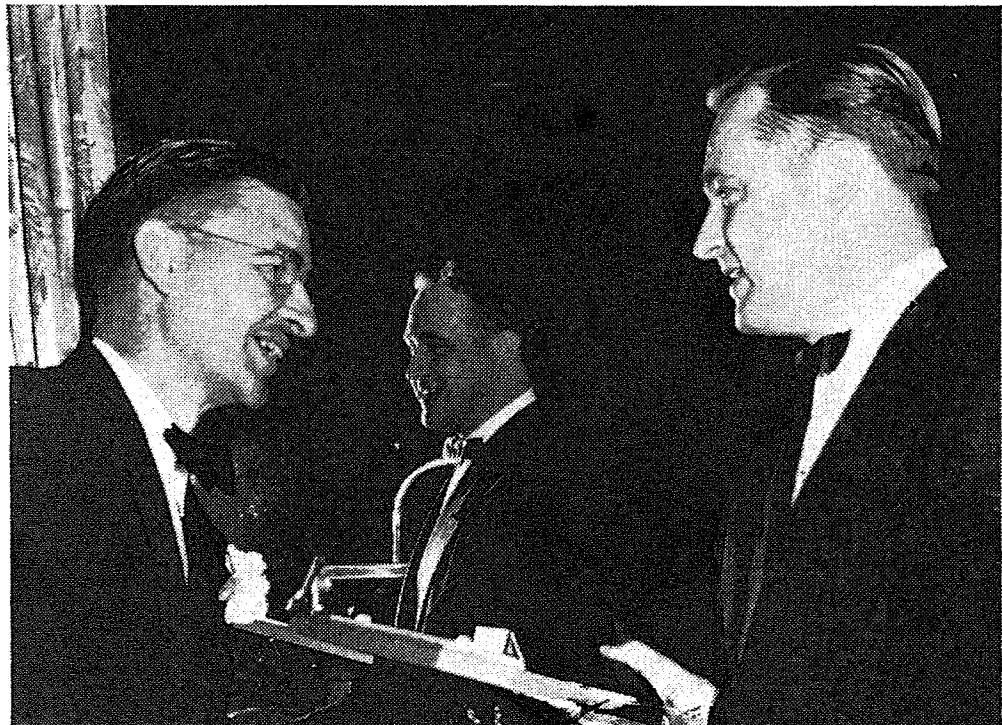
Today a new plaque hangs on the wall of the KMBC-KFRM "trophy room" and a new name has been added to the roll call in the Sigma Delta Chi Hall of Fame. The name is that of Bill Griffith, KMBC-KFRM Newscaster and winner of the National Sigma Delta Chi Award for Radio News-writing in 1951. Previous years' winners in the same category include such familiar names as Cecil Brown, Fulton Lewis Jr., Elmer Davis and Alex Dreier.

Official announcement of this year's winners of the coveted awards was made on April first. The actual presentation of the plaques and medallions, however, took place in Chicago at the Conrad Hilton Hotel on May 19. The

meeting was the largest in the history of the awards. Griffith was cited at the dinner for "having set new standards of excellence and maturity in the field of radio newswriting." Victor E. Bludorn, Executive Secretary of the fraternity, made the presentation. Of the seventeen recipients of recognition in the various categories, sixteen were present. The only man unable to attend was CBS' Edward R. Murrow who had a last minute change of plans.

The Journalism Awards were set up 17 years ago by Sigma Delta Chi, the world's largest professional journalism fraternity. Radio awards have been included in the competition since 1939. Bill Griffith was selected to receive the nation's number one radio newswriting award from the largest list of entries in the history of the contest.

GRIFFITH GETS HIGH HONOR



KMBC Newsmen Bill Griffith accepts his Sigma Delta Chi plaque and medallion from Victor Bludorn, executive director of the fraternity. Bill was named the nation's number one radio newswriter in 1951.

Vote Campaign

(Continued from Page 1, Col. 5)
set up by the station to keep the campaign moving and to check on its progress. The group includes promotion director Harold Storm; news chief John Farmer; newsmen Bill Griffith and Henry Wheat; administrative assistant Arthur Church, Jr.; special events director Jim Burke; women's commentator Caroline Ellis; sports director Sam Molen; chief announcer, Lee Stewart; farm director Phil Evans; sales representative, John McDermott; and engineer Clark Smith. A daily bulletin is issued to the entire staff of the Team, telling them recent developments of the campaign.

As KMBC-KFRM rolled into the third week of its five-week campaign to "Make the Heart of America Truly American," registrations reached a new high in Kansas City, Missouri. KMBC cooperated with the "Ballot Bat-

talion" in a special three-day drive which netted more than 28 thousand new registrants in that city. Booths were set up in 68 public schools and 3 other locations to make it convenient for all to register. These booths were open from 5 until 9 o'clock in the evening. Registrations were taken all day at the Jackson county court house. Seven hundred extra workers were needed to carry out the scheme in evening temperatures in the low nineties. KMBC newsmen transcribed special appeals while KMBC station breaks continues to tell listeners, "Be truly American — Register and Vote."

In Kansas City, Kansas, registrations are coming in at the rate of a thousand a day. Outside Missouri and Kansas KMBC correspondents report a noticeable increase in registrations. Both the Kansas and Missouri primaries occur on August 5.

IT HAPPENED IN THE HEART OF AMERICA

STAFF COFFEE BAR OPENS



The KMBC staff now has its own coffee bar. The above picture taken on opening day includes, left to right, Edythe Forshay, Lucille Stone, Carl Christensen, (United Press), Helen Crawford, Ruthanna Thomas, Dorothy Dreis and Pat Gordon. Dr. George Halley is pouring cream and Kenneth Cook is the man with the coffee pot. Ray Moler is seen in the lower right corner.

HIGSBY IN RADIO 26 YEARS



Another real veteran had an anniversary at KMBC recently. He is Hiram Higsby, (left) popular emcee of the "Brush Creek Follies" and of Dinner Bell Roundup. The anniversary, celebrated on the "Follies" was Hiram's 26th in the radio business. Arthur Church Jr. presented him with a plaque in recognition of his service to the industry.

KC Crime on "Gang Busters"



Recently "Gangbusters", (KMBC-CBS every Saturday at 8:00 p.m.) featured a crime that occurred and was solved in Kansas City. Pictured above are members of the Kansas City police force who solved the case. Left to right, Detective Jack Halvey; Lt. Harry Nesbit, in charge of homicide; Henry Johnson, Kansas City Chief of Police and Detective Sgt. Wayne Gibson.

Summertime - - - and the Listening is Easy

"December Bride" Makes Sunday Night Bow

"December Bride," a family situation comedy starring Spring Byington, widely popular comedienne of Broadway and Hollywood, made its bow on CBS Radio and KMBC Sunday, June 8 in the period vacated during the summer hiatus of the "Jack Benny Program" (KMBC 6:00 p.m.).

The program will concern itself with the adventures of Matt Henshaw, played by Hal March; his wife, Ruth, portrayed by Doris Singleton; and Ruth's mother, Lily, a marriageable dowager, played by Miss Byington. Unlike the mother-in-law of stage, screen, vaudeville and the comic books, Lily stands high in the esteem of her daughter's husband.

The supporting cast includes Hans Conried, Alan Reed and John Brown, gifted actors who have contributed substantially to the CBS Radio hits "My Friend Irma" and "Life with Luigi."

Frank Fontaine in New Comedy Series

Frank Fontaine, nationally renowned stage comedian and guest star of innumerable radio shows, premiered his own talent-studded program of comedy, variety and song in the new CBS Radio series, the "Frank Fontaine Show" Sunday, June 8 (KMBC, 7:00 p.m.).

Famous for his John L. C. Silvoney portrayal of a sweepstakes winner, Fontaine now adds a new character, Fred Frump, to his fictional family. Frump, Fontaine explains, is the all-American bore.

Four more members of the real Fontaine family made their radio bows on the "Frank Fontaine Show." Of Fontaine's eight children, Larry, Bobby and Irene are playing their real life roles, while Frank Jr., portrays the neighbor's kid. Mary Jane Croft is spotlighted as Mrs. Fontaine in the series.

In addition to the Fontaine family, announcer Harry Von Zell will introduce a sparkling array of guest stars.

"Walk a Mile" Is Camel Replacement

"Walk a Mile" to win \$250 . . . or keep on going right to the top for the jackpot. Those are the opportunities offered contestants on the new, clock-watching quiz game which bowed into the CBS Radio spotlight Monday, June 2 (KMBC, 9:00 p.m.).

Master of ceremonies Win Elliott tosses the questions in this new contest, where time is a winning factor. Each contestant is asked four questions worth \$25, \$50, \$75 and \$100 respectively, each contributing a quarter of a mile to the contestant's progress. If he walks the entire mile with no wrong answers, he wins \$250 in cash, and the one who walks the farthest in the shortest time gets first crack at the jackpot poser, with runners-up trying in the order of their finishing times.

"Walk a Mile" is sponsored by the R. J. Reynolds Tobacco Company for Camel Cigarettes.

KMBC-KFRM STARTS A NEW SERVICE

INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



Ann Moore, beautiful newcomer heard on CBS Radio's "Grand Central Station," has appeared in Hollywood films and, in addition to her radio work, studies singing. "Grand Central Station" is heard on KMBC-KFRM every Saturday afternoon at one o'clock for Prom Home Permanent.



Jan Miner, star of CBS Radio's "Hilltop House," KMBC-KFRM—11:30 a.m., five-a-week drama, has been declared winner of the annual Radio-TV Mirror Award for 1951-52 in a nationwide poll to determine the "favorite radio day-time serial actress." "Hilltop House" is sponsored by Alka Seltzer.



The third in the line of lovelies in this month's "Inside Column" is Miss Virginia Kaye who portrays the part of Rosemary in the dramatic serial of the same name. "Rosemary" is heard on KMBC-KFRM every weekday at 10:45 a.m. for Ivory Snow and Camay Soap.

Romantic Interest

Jeff Chandler, who as the typically American biology teacher Mr. Boynton provides the chief romantic interest for CBS Radio's "Our Miss Brooks," made his motion picture debut as an Israeli underground chief in "Sword in the Desert." He later won an Academy Award nomination for his performance as the Indian chief Cochise in "Broken Arrow." "Our Miss Brooks," KMBC Fridays at 7:00 p.m., is sponsored by Palmolive soap and Lustre-Creme shampoo.

STANDARD OIL USES KMBC FACILITIES



Under the banner of the "Greatest 'Go' On Earth," Standard Oil Company of Indiana used KMBC staff and facilities to stage a tremendously successful dealer promotion recently. Upper left, Miss Carol Bridges showed how well a newly laundred Standard uniform could look. Upper right, H. M. Ballard special representative in charge of the sale of tires, batteries and accessories for Standard Oil and Dick Crane, Atlas Chicago representative pose before the Atlas Tire booth. Lower left, Kansas City Manager, H. E. Purdy visits with KMBC Sportscaster Sam Molen. (Standard sponsors Molen's 6:10 p.m. sports) and lower right, the camera catches dancer Connie Keys with KMBC's Frank Wiziard who produced and emcee'd the "Greatest 'Go' On Earth."

Julie Stevens Named "Drama Queen"

Julie Stevens, who since 1944 has received more than a million fan letters as the star of "The Romance of Helen Trent," was honored at a reception recently in New York and crowned "Queen of the Radio Dramatic Serials." The honor came in the Blessed Event Room of the Stork Club. In recognition of her consistently high rating and her top rating among the radio dramatic serials for 1951, Yul Brynner, as "King" of "The King and I," made the presentation. Phil Silvers, Clown Prince of "Top Banana," presided at the ceremonies.

Julie later appeared as a guest on Sherman Billingsley's TV program originating from the Stork Club.

"The Romance of Helen Trent" is heard Monday through Friday at 11:30 a.m. over KMBC-KFRM under the sponsorship of Aero-Wax and Wizard Brand Deodorizers, products of Boyle-Midway Inc. Top officials of Boyle-Midway Inc., and the Columbia Broadcasting System were in attendance at the crowning.

APPEAR ON "FOLLIES"



As of June 6, two new young stars appeared on the Kansas City entertainment horizon. The young men, pictured above are Bill Nickels and Chuck Lee. The two were winners of the "Brush Creek Follies Radio Talent Contest" and are appearing during the summer on the "Follies" and other KMBC radio programs. Both are Kansas City boys, and are juniors in high school. Bill attends Pembroke Country Day and Chuck is a student at Southwest High School.

Team Launches New Project "Facilities Unlimited"

A new and unique service for business firms, organizations and promoters was made available recently by the Midland Broadcasting Co. The new arrangement, the only one of its kind operating in Kansas City, offers KMBC Building facilities and station personnel for use in "meetings" of any and all kinds. "Facilities Unlimited," as the new project is called, is unique in that it sets up a plan whereby any group can hold any manner of function using as few or as many KMBC facilities as they wish or feel necessary to make a successful convention, exposition, sales meeting or stage presentation.

Entire Job

The decision to offer such a service was made as a result of the great success of several meetings held in KMBC Building within the past few months. The real essence of the plan is the fact that KMBC not only has the 2600 seat TV Playhouse and TV Studio "F" to offer as space but also that KMBC staff members are skilled in all phases of planning and carrying out presentations of all descriptions.

Two outstanding examples of what can be done were the AAA National Convention held in KMBC Building last winter and the more recent and highly successful Standard Oil Company District Dealer Meeting. In the case of the latter, KMBC took over, arranged and produced the entire project.

Contact Men

KMBC Contact men for the new plan are James McConnell and Dr. Geo. E. Halley. These men, both with years of experience in this type business, express the view that the service, "as an organized plan to handle all conventions, sales promotional as well as public or industrial relation meetings and conferences, it will save hours of planning time and thousands of dollars in trial and error expenditures for all using the service." Costs will depend entirely upon the facilities and personnel needed to carry out each particular event.

CBS Newsmen On The Move

CBS Radio newsmen are kept on the move all over the world, covering major events firsthand, but recently some sort of record was made. David Schoenbrun was in the U. S. covering Gen. Eisenhower's arrival, while Paul Niven went to Paris from London to fill in for Schoenbrun; Richard C. Hottelet shuttling from his Bonn headquarters to Berlin to cover the threatened blockade crisis; Howard K. Smith, Chief of CBS Radio's European News Staff, from London to Berlin to look over the situation; Alexander Kendrick from his regular Vienna post to Yugoslavia and Trieste; and Bill Downs from Washington to the Normandy beachhead for the D-Day anniversary broadcast.

RUNNING "SERVICE FARM" BIG JOB

Parsons In New Five Minute Series On KMBC-CBS

Louella Parsons, "First Lady of Hollywood" for more than a quarter of a century, returned recently to the CBS Radio Network with an exciting new five-minute series, (KMBC every Tuesday at 8:30 p. m.).

On "The Louella Parsons Show," the internationally known columnist and personality will present news of the top stars of Hollywood and the entertainment world. Her close social and professional contacts with these people enables her to "know the news before it happens."

Her new series on CBS Radio is in the nature of a homecoming. She was starred as the mistress of ceremonies of "Hollywood Hotel" from 1934 to 1938.



LOUELLA PARSONS . . .

Born in Freeport, Ill., Miss Parsons got her first newspaper job working for a paper in Dixon, Ill., reporting social events. She wrote the world's first motion picture newspaper column in 1913. She has written two books, is a contributor to the Encyclopedia Britannica, writes for magazines and does a daily column which is syndicated to newspapers in this country and abroad. Her coverage of all phases of the news of the entertainment world has made her an American institution.

Announcer for "The Louella Parsons Show" is Verne Smith. The series is sponsored on KMBC by Lustre-Creme Shampoo, a product of the Colgate-Palmolive-Peet Company.

Escapee Of A-Bomb On "House Party"

Each week on his CBS Radio "House Party," host Art Linkletter conducts a daily "carry-over" contest in which he looks for the newest first-time father, the oldest old maid, the youngest grandmother, or, as he did last week, he tries to find the person who had the narrowest escape of one sort or another.

There's a daily winner and, out of the five for each week, Linkletter selects one to be the grand prize winner.

Margaret Yuzuki, a West Los Angeles resident, won her daily prize and was pretty tough competition for the other four daily winners. In fact, Mrs. Yuzuki came out way ahead in winning the grand prize.

Her narrow escape was, by a mere stroke of luck escaping death when the atom bomb exploded over Hiroshima.

"House Party" is heard every day, Monday through Friday over KMBC-KFRM at 2:15 p. m., for Pillsbury Mills.

NEVER DULL ON KMBC-KFRM SERVICE TEAM



There isn't a dull moment during the day on the KMBC-KFRM Service Farms. Upper left, every spring and fall hundreds of school children visit the farm and are shown all of the live stock and told all about them. This group with Phil Evans is from Prairie School. Upper right, Jim Leathers displays a days' gathering of eggs. Lower left, Phil Evans and his granddaughter "Candy" feed two orphan lambs and lower right Leathers poses with one of the Service Farm's prize Rams.

"Beulah" Passes 1000th Broadcast

"Beulah," one of America's most beloved programs reached the 1000th performance on CBS Radio and KMBC with the broadcast of Monday, April 28th.

From the show's premiere beginning on November 24, 1947, The Beulah Show rapidly became one of radio's most lovable and laughable series. It's week-nightly comedy situations with Beulah's devoted employers, The Hendersons, her boy friend Bill, and gal chum, Oriole, provide a quick medium where KMBC listeners always find laughs a-plenty. Lillian Randolph, versatile radio and screen actress, plays Beulah, radio's Queen of the Kitchen and



LILLIAN RANDOLPH . . .

the big, over-sized gal with the heart to match.

The Beulah Show is heard each weeknight at 10 p. m. on KMBC and is sponsored by Procter & Gamble Company.

KELLOGG CHANGE OVER



Kelloggs radio advertising has been helping materially in pointing up the big package change over made by that firm recently. Above, discussing the attractive new packages and the various advertising plans are

Galen Drake On "Team" Saturdays 9:15 A.M.

Galen Drake with his famous format of story-telling and informal conversation now occupies the 9:15-9:30 a. m. slot on the KMBC-KFRM Saturday morning schedule.

Galen Drake is renowned as a master storyteller, and as a radio commentator has been called by one leading columnist "one of the five top personalities in radio today." His forte is friendly and informal talk about any subject . . . humorous anecdotes, current events, movie, music, and book reviews . . . stimulating facts about things both important and things unimportant . . .

One factor often suggested as a basis for his unusual ability to talk convincingly and well about any subject has an interesting hereditary sidelight . . . his great-uncle was the famous orator, Stephen A. Douglas, who engaged in the historic debates with Abraham Lincoln.

Birthday For "Curt Massey Time"

"The biggest little show on the air"—KMBC-CBS Radio's "Curt Massey Time"—began its fourth year on Friday, June 6 (KMBC, 10:00 p. m., Monday through Friday for Alka Seltzer.

Launched on the air June 6, 1949, the popular Monday-through-Friday musical program has racked up a phenomenal in popularity polls.

On June 6, Massey, a KMBC alumnus, and Miss Tilton completed 156 consecutive weeks, and under terms of their new contract, the show is set for another season without vacation from the air.

It is estimated that when Curt Massey and Martha Tilton reach their June anniversary date, they will be singing their 4,500th tune since the program started. They average six numbers a day and will have completed 780 days of broadcasts on June 6. On some shows, they have done as many as eight tunes in a quarter of an hour.

KMBC-KFRM Farm Men Have Hands Full

It's dawn to dark and then some at the KMBC-KFRM Service Farms—and no mistake. For inspite of the fact the Service Farms are operated just as the farmer runs his own place, Farm Director Phil Evans has all of the problems of the average farmer but they are multiplied by the number of the various phases carried on experimentally at the Service Farms. And there are some extras thrown in besides.

The work day on the Farms begins for both Phil Evans and Jim Leathers with radio broadcasts. Following the broadcasts the day progresses for both men as for any farmer. Evans' prime interest is the livestock end of the operation while his associate, agronomist Jim Leathers is continually carrying on work with corn, small grains and legumes as well as experiments in proper land use and soil testing.

Surprising to most is the fact that Phil and Jim do all of the farm work themselves with the help of two hired hands. The two men prepare their broadcast material each evening after the farm work is out of the way. Sponsors products are continually tested on the farm and no claims are ever made which have not been proved in actual test.

Variety Cites KMBC Promotion

KMBC added another radio laurel to its impressive list of showmanagement highlights recently when VARIETY noted this pioneer CBS affiliate's 1951 promotion drumming of its new headquarters and 30th anniversary in broadcasting.

The VARIETY Showmanagement Review Highlight read as follows:

KMBC, Kansas City, Mo.—1951 was a big year in the life of Arthur Church, one of radio's real pioneers and top station operators. His station celebrated its 30th anniversary, and at the same time, opened its new building and studios, which give it one of the best equipped setups in the region. Bi-league promotion drive boomed both the new headquarters and the station's 30th birthday.

Soil Conservation In Renfro Valley

The inhabitants of a recreated frontier settlement are setting the pace this summer with a back to the soil campaign.

Renfro Valley, Ky., origination point of the CBS Radio "Renfro Valley Sunday Gathering," is the scene of concentrated truck farming, and the families living there are just as convinced of the spiritual value of their labors as of the economic worth of them (KMBC every Sunday from 7:30 to 8:15 a. m.).

John Lair, philosopher of the Valley, believes that sowing seeds in a little patch of ground is symbolic of life itself.

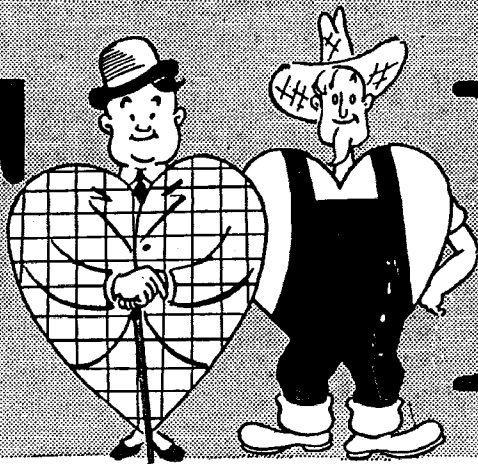
The folks who take part in the broadcasts live in the Valley, and take great pride in preserving the ways of their ancestors. "Renfro Valley Sunday Gathering" is sponsored on KMBC by General Foods.

The KMBC-KFRM Team
KMBC Building
11th and Central
Kansas City 5, Mo.

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KANSAS CITY, MO.
Permit No. 2581

KMBC KFRM

HEART BEATS



from the Heart of America

VOL. 9 No. 6

KANSAS CITY'S RADIO MERCHANDISER

August-September, 1952

BEA JOHNSON RETURNS TO KMBC-KFRM

Sam Molen To Air Big Seven Football

Sam Molen's play by play football of the Big Seven Game of the Week will be the fall fare again this year on Saturday afternoon over KMBC-KFRM.



SAM MOLEN

For the ninth straight year, the mid-west's number one sportscaster is scheduled to bring listeners unable to attend the games his vivid

description of the action on the field. Molen, far and away the most popular play by play expert in the area, has set up a tentative schedule of ten games. The first broadcast will be on September 20, the last on November 2.

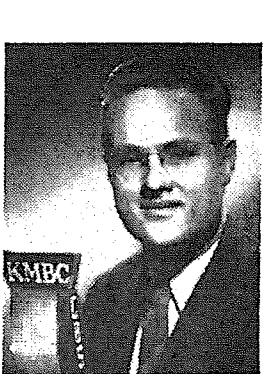
The proposed schedule is as follows:

- Sept. 20—Missouri-Maryland at Columbia
- Sept. 27—Kansas-Santa Clara at Lawrence
- Oct. 4—Kansas-Colorado at Lawrence
- Oct. 11—Missouri-SMU at Columbia
- Oct. 18—Kansas-Oklahoma at Lawrence
- Oct. 25—Missouri-Iowa State at Columbia
- Nov. 1—Kansas-Kansas State at Manhattan
- Nov. 8—Kansas-Nebraska at Lawrence
- Nov. 15—Missouri-Oklahoma at Norman
- Nov. 22—Missouri-Kansas at Columbia

Jim Burke will travel with Molen to do the color and engineer Clark Smith will do the engineering chores.

Montenier Products On Bentons 6:00 P.M. News

A strong new schedule of advertising started recently on KMBC-KFRM which will be of vital interest to the retailers in the



JACK BENTON

Kansas City primary trade area. The new campaign is by Jules Montenier in promotion of STOP-ETTE deodorant and utilizes the 6:00 p.m. News with Jack Benton

on the Team Monday, Wednesday and Friday of each week.

Dr. Montenier, creator of Stop-ETTE
(Continued on Page 4)

HOME IS HAPPY WITH "BEA"



Bea Johnson, nationally prominent women's commentator who returned to KMBC-KFRM the first of August to take over the "Happy Home" is a very busy person these days. Upper left, Bea is pictured as she appears today before the KMBC-KFRM microphone. Upper left, it's cake baking for the Johnsons. Learning the tricks of the trade from an expert are Jill, peering over mother's shoulder in the background and Becky in the foreground getting complete instructions. Lower left the girls discuss flowers with mother. In the lower right panel is David Andrews popular KMBC-KFRM personality who does an outstanding job as interrogator on "Happy Home."

All-Time Favorite Back To Conduct "Happy Home"

Area-wide listener demand brought the nationally famous woman commentator Bea Johnson back to KMBC-KFRM, Monday, August 4. She returned after a leave of absence which took her through many and varied lecture tours, advertising agency and television work, and raising two children. Her new homemaker show "The Happy Home" is a Monday through Friday feature and is aired from 8:30-9:00 a.m.

Bea Johnson's "Happy Home" brings KMBC-KFRM listeners news of general and specific interest to all women, featuring notes on home economics, house-keeping hints, and kitchen recipes, child care, fashions, and headline featurettes on women in the news.

Formerly Joanne Taylor

Bea Johnson began her radio career in 1936 with KMBC as "Joanne Taylor," and her weekday quarter hour programs, consumer education booklets, and many magazine articles brought her country-wide fame, with her "Joanne Taylor Show" becoming one of the most listened-to in this area. Her unusual human interest brand of writing and broadcasting has gained her wide acclaim and many of her program scripts have formed the basis of study in many college radio and advertising courses.

Well known throughout the radio and advertising industry as a practical and helpful speaker on women's subjects, Bea has lectured to women's clubs, advertising clubs, and college groups in almost every state. In 1938, she was commended by Billboard Magazine for having the highest listening rating of any woman broadcaster in a national survey. Her "Joanne Taylor Show" was awarded first place by Billboard among midwestern daytime programs and was presented the Award of Merit by the NRDC.

Two Daughters

She resigned as Joanne Taylor early in 1941 before the birth of her first daughter, and began a fashion-beauty column, "Especially For You" which was carried in many midwestern newspapers. At the close of the war, Bea Johnson did free lance writing and had her second daughter.

In 1940, she was elected national vice-president of Gamma Alpha Chi, only national professional advertising fraternity for women. She conducted annual advertising contests for students in colleges all over the nation. In 1942, she made the subject of all contest entries publicity
(Continued on Page 4)

Fifth Year

Luigi Basco, immigrant hero of CBS Radio's "Life With Luigi," began his fifth year as an American of recent standing Tuesday, August 12.

Luigi's adventures are comic but the example he sets Americans of much longer standing is a worthy one indeed.

"Life With Luigi" is sponsored by the William Wrigley Company and is heard on KMBC Tuesday at 8 p.m.

Song Writers

Not only do the entertainers on CBS Radio's "Club 15" rate among the tops in song performance, but they're right up there, too, in the song writing department.

"Until," "String of Pearls," and "A Romantic Guy, I" name a few of the outstanding hits from "Club 15's" prolific tunesters.

KMBC-KFRM's "Club 15" for Campbell Soup is heard at 6:30 p.m., Mon., Wed., and Fri.

18th Season

"Lux Radio Theatre," hour-long pioneer drama program, and one of radio's most prized entertainments, rings up the curtain on its 18th season on the CBS Radio Network Monday, Sept. 8.

(KMBC, Mondays, 8:00-9:00 p.m., for Lux Toilet Soap.)

Inaugurated in October, 1934, the "Lux Radio Theatre" has presented a long list of splendid performances and the new season will be no exception.

KMBC KFRM

HEARTBEATS

from the Heart of America

VOL. 9, No. 6 KANSAS CITY'S RADIO MERCHANDISER AUGUST, 1952

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.

The KMBC-KFRM Team
MIDLAND BROADCASTING COMPANY
 Arthur B. Church, President and General Manager
 George J. Higgins, Vice President and Managing Director
 G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department
 Harold Storm, Director of Promotion, Editor
 Jack Carson, Associate Editor



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DETROIT (26) 3463 Penobscot Bldg. Woodward 1-4255	HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 9-2151	FORT WORTH 406 W. 7th Street Fort Worth 36-3349
ATLANTA (3) 322 Palmer Bldg. Main 5667		

Survey Shows Radio Outpulls Newspapers By 46-29 Ratio

SYRACUSE, Aug. 2.—The ability of radio advertising to get customers into retail stores, and then sell them the merchandise advertised, has again been clearly demonstrated with the release this week of an Advertising Research Bureau, Inc., study just completed here.

The usual ARBI technique was used on four major Syracuse stores, Wilson's Jewelry, Edward's, Dey Brothers and Sears & Roebuck, each of which, during a specific period of time in the latter part of June, spent an equal amount to advertise the same product.

The over-all result was that the radio commercials alone brought in 41 per cent of the store traffic, as against 29.5 per cent brought in by the newspaper ads alone. Further, 46.5 per cent of the sales volume on the products covered was due to radio advertising exclusively while only 19.5 per cent of the "cash in the till" was created by the newspaper advertising exclusively.

Over-All Results

The over-all results were presented in the form of a brochure to the 25 largest retailers in Syracuse at a luncheon Thursday (31). At the same time, Bill Ryan, Broadcast Advertising Bureau prexy, gave a talk analyzing the ARBI findings.

Ryan pointed out that the percentage of traffic brought into each one of the four stores by radio alone increased from day to day, while the share of newspaper traffic declined. He further demonstrated that a greater portion of the radio traffic actually made purchases once it was in the store, and, moreover, made larger purchases.

In every case, radio alone accounted for the greatest percentage of store traffic as well as the greatest portion of the total sales in dollars.

Both Media

The survey also took account of those customers who were brought into the stores by the radio and newspaper advertising combined. In every case these accounted for a smaller part of the traffic than even the newspapers alone did. But in three cases, and in the over-all, they accounted for a greater portion of the sales volume than the newspapers alone did. In two of the stores, 100 per cent of the traffic brought in by both media together, made purchases.

There was another small part of the traffic that was not attributable to either the radio or newspaper ads, but these were re-

sponsible for an even smaller portion of the cash sales. In sum, advertising as such brought in 85.5 per cent of the traffic and 92 per cent of the money. Radio advertising brought in one-third again as much traffic as the newspaper advertising, and nearly one and a half times as much money. The 15 per cent affected by both media bought far more per customer than those affected by either alone.

27½ Million Cars Have Radios

PEORIA, ILL., Aug. 2.—Radio's automobile audience has been unstated by about 4,000,000, Kevin Sweeney, Broadcasting Advertising Bureau veepee, told the Illinois Broadcasters Association here this week.

In the beginning of 1952 the industry estimated that 63.5 per cent of the nation's automobiles were equipped with radios. But a special survey conducted by The Pulse for BAB only a few months later reveals that the national average is actually 70.5 per cent bringing the total number of radio-equipped cars to around 27,500,000. This is greater than the combined circulation of the four largest weekly magazines or even all the morning newspapers in the U. S. put together.

Furthermore, Sweeney, pointed out that 92.4 per cent of all post-war automobiles are radio-equipped. "It should be only a few years before radio's saturation of the home," he said.

The Pulse survey, which will shortly be brought out in the second edition of BAB's "Listeners on Wheels," further reveals that an average of more than one-third of the auto radios are in use throughout the day (7 a.m. to 8 p.m.). During most of these hours, the percentage of auto listening is higher than home listening.

Sweeney called on his audience to get together the auto-radio figures for their own markets and make increased attempts to sell "a medium that makes other well-accepted medial look insignificant."

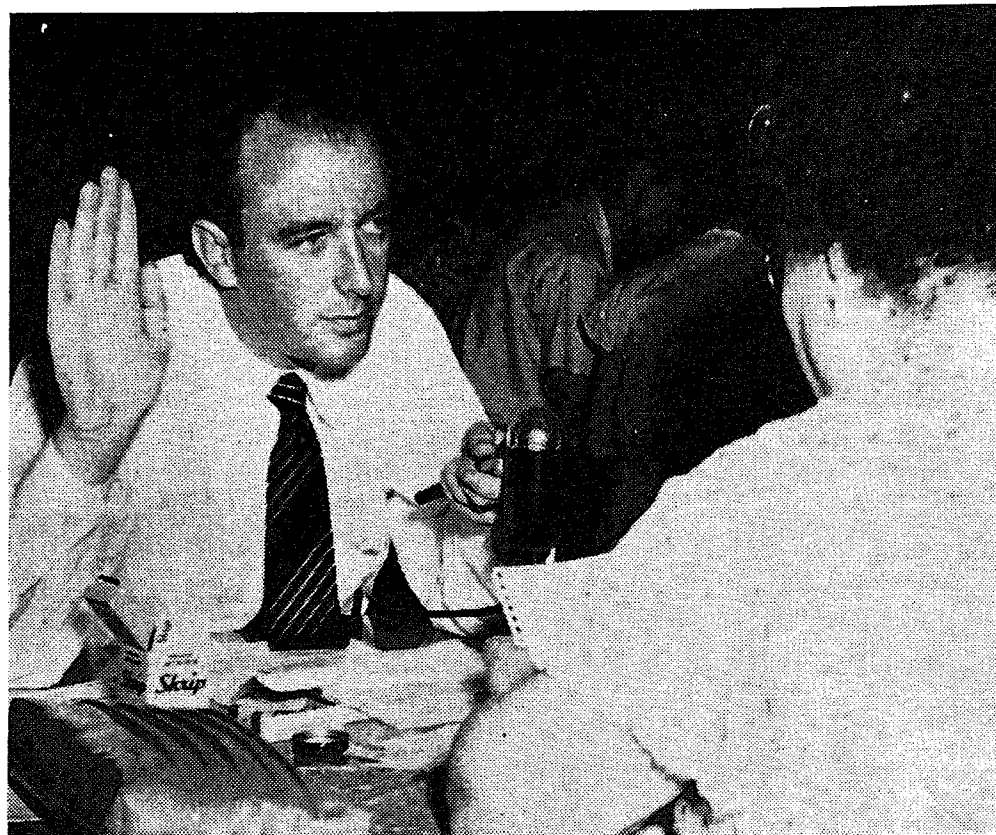
The Pulse study was made in more than 250 different locations and was completed late last spring.

Like Ike

Rosemary De Camp of KMBC-CBS Radio's "Dr. Christian" show (Wednesdays, 7:30 p.m. for Chesapeake & Ohio Railroad's Ad department. Entering the radio field in 1939 with WFTC, Kinston, North Carolina, Ed's activities included announcing, writing, program, music, and news direction.

IT HAPPENED IN THE HEART OF AMERICA

REGISTER AND VOTE



Jim Burke, KMBC-KFRM Director of Special Events is seen above as he took the oath that completed his registration to vote in the Missouri primary elections. Burke, who moved to Kansas City Missouri from Prairie Village, Kansas, a little over a year ago, broadcast his entire registration in order to show listeners how little time actual registration took. The stunt was a part of the KMBC-KFRM all-out "Make the Heart of America Truly American" get-out-the-vote-campaign.

HIGSBY AWARDS NASH



Hiram Higsby, emcee of "Brush Creek Follies," in his twenty-six years of radio, has given away almost every kind of a prize conceivable but recently was the first time he ever awarded anyone with an automobile. According to Hiram one of his big thrills of a life time came a few weeks ago when he awarded a Nash Rambler to Mrs. George S. Stout in behalf of a Brush Creek Follies sponsor, Irwin Davis Motors of Kansas City, Missouri.

Edward Dahl Joins KMBC-KFRM Sales Staff

Arthur E. "Ed" Dahl has joined the KMBC-KFRM Sales Department coming to the Team from the Frederick W. Ziv Company where he has been an account executive for the past two years.

New York born, Ed claims the University of Maryland as his



ARTHUR E. "ED" DAHL

college haunts and had his first taste of the advertising business with The Chesapeake & Ohio Railroad's Ad department. Entering the radio field in 1939 with WFTC, Kinston, North Carolina, Ed's activities included announcing, writing, program, music, and news direction.

Switching into the sales end of the business he served KGAN, Kingman, Arizona as Commercial Manager and Assistant Station Manager, then moving east to Moberly, Missouri's KNCM, where he was Commercial Manager, thence joining the Ziv organization from there.

Purser-Pharmacist duties in

the U.S. Maritime Service took up three years for Ed during World War II. He's a confirmed family man and boasts two little Dahls, a girl, 9, and boy, 3. Organizational activities occupy much of Ed's after-business hours and he's held officer berths in both Lions and Kiwanis.

Photography and boating claim Ed's hobby time with fishing a close third, however, he modestly admits an inability to land anything more than a stiff head cold!

Welcome to KMBC-KFRM, Ed, and good selling to you!

2 New Programs Added To "Team" Schedule

Two sparkling new programs will hit the KMBC-KFRM air ways shortly after the first of October it was learned here today. The first of the new features is "Cedarcrest Jamboree" for Cedarcrest Work Shoes. It will start Saturday, October 4, on KMBC and will be heard from 9:45 to 10:15 p.m. The KFRM broadcast time for the program will be Sundays at 3:00 p.m.

The second program, "Visitin' Time," is lined up to begin on KMBC October 15 and on KFRM October 19. "Visitin' Time" is under the sponsorship of the Morton Salt Company. The broadcast time on KMBC is 7:00-7:30 p.m. Wednesdays and on KFRM 3:30-4:00 p.m. Sundays.

Summertime - - - and the Listening is Easy

Steve Allen's Casual Manner Features In New Show

In the same informal, causal style that brought him such success in an earlier Columbia Pacific Network series, Steve Allen interviews celebrities of the theatrical, literary and sports world and off-beat personalities from other walks of life, in a new Monday through Friday KMBC evening series, the "Steve Allen Show."

Five nights a week, Allen takes a portable microphone into his studio audience for brief, chuckle-punctuated chats with program visitors, both celebrities and everyday citizens.

Music for the "Steve Allen Show" is provided by the Bobby Sherwood Trio. In keeping with the show's informality, Sherwood's group plays numbers requested on the spot by studio guests.

The "Steve Allen Show" is heard on KMBC at 8:30-9:00 PM., Mon., Wed., Thurs., and Fri., and on Tues., at 8:35-9:00 PM.

Gallaher Uses No Script On 5-Program Series

Eddie Gallaher, host on the two-and-a-half-hour CBS Radio "On a Sunday Afternoon," a series of five musical programs, uses no script for the lively commentary which holds the programs together (KMBC 1:30 - 4:00 Sunday PM.).

"I have a whale of a lot of program notes," he says. "The rest comes naturally. After you've played with records for a long time, you work up a bit of background. Even though I am conscious of the larger size of my audience, I have the same feeling about the show and the mike that I've had on my programs in Washington. I am aware of the people I am talking to. In this case, the programs are beamed to a leisurely Sunday afternoon audience, people who like to hear music while they are lying on beaches, or making motor tours, or resting in the garden. We play every kind of music for them, except symphonic—and that's a lot of music."



EDDIE GALLAHER . . .

Gallaher spends four days each week selecting the musical features for the Sunday afternoon programs. This will play havoc with his golf game, which normally takes up most of his spare time.

But, says Gallaher, "I love work."

KMBC-KFRM TO STATE FAIR

ARTIST BUREAU STARS SPARKLE

Phil Evans Presents Two Features Daily

The KMBC-KFRM activity at the Missouri State Fair is taking on new and larger proportions this year. In addition to the regular work carried on by Farm Director Phil Evans and the broadcast of the Dinner Bell program, Frank Wizarde will originate Rhymaline Matinee from the fair grounds. The latter is the added attraction.

Evans, a familiar figure at the fair, will spend much of his time interviewing farmers and attending the various livestock exhibits. Each day Phil will highlight the noon program by bringing some prominent personality to the KMBC-KFRM microphone. The entire musical portion of the noon hour show will come from the fair grounds in Sedalia and will feature Hiram Higsby, Kim Weston, Milly, Jed Starkey, Colorado Pete, Elmer, and the popular young team of Chuck and Bill. The mid-day show will begin at 12:00 noon and run until 1:30 pm.

Added Feature.

The "Rhymaline Matinee" feature with Frank Wizarde will start at 2:15 pm and run through until 3:30. The live audience will write the rhymes on the spot and the winners will be asked to read their own poems on the air. A part of the afternoon show will be devoted to other audience participating stunts for the benefit of all. Wizarde, a master at audience participating programs, has a world of tricks up his sleeve and the "Matinee" promises to be one of the most hilarious and entertaining features at the fair. Frank will ask all to become members of his "Rhymaline Matinee Guild" and will have membership cards for his "club". Daily winners in the Rhymaline contest will get certificates and silver dollars. Other prizes will be awarded. KMBC-KFRM entertainers will play the tunes given in the rhymes and furnish the music for the hour and fifteen minute show.

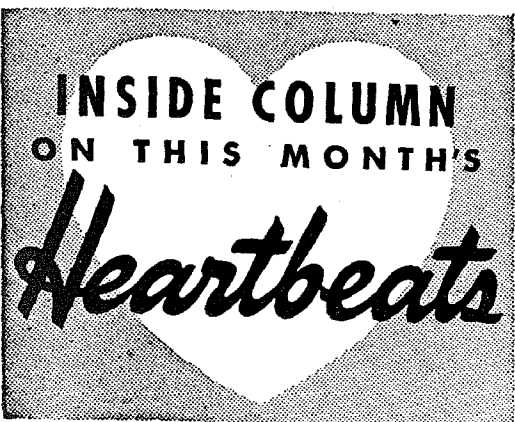
All KMBC-KFRM activity will originate from the band stand south of the Administration building. Plans for the Kansas fair next month at Hutchinson are still in the works.

Eric Sevareid's New Book Now On Stands

Eric Sevareid has written a new book, "In One Ear," which came off the press July 21, presents a characteristically deft and personal picture of our times through selected Americana from the author's CBS Radio News broadcasts from Washington, D. C. (KMBC 10:00-10:15 P.M., Mon. thru Fri. From Washington).

Sevareid, chief Washington correspondent of the CBS Radio Network, devotes the last five minutes of his quarter-hour nightly broadcast to what he calls news "commentaries," but which he says CBS Radio "prefers to call news 'analyses.'" "In One Ear" contains 107 of these "snapshots of men and events which make far-reaching panorama of the American situation at midcentury."

"In One Ear" can be obtained at all book stands.



ELIZABETH ROOT, heard frequently on KMBC-CBS, looks as well as she sounds, and thereby wins the nomination for this month's "Inside Column."



DORIS SINGLETON, who stars on "December Bride" (KMBC-CBS) appears here celebrating August as the "Fiesta" month.



LISA LOUGLIN, frequently heard on KMBC-CBS' "FBI in Peace and War," relaxes at nearby beaches listening to her favorite radio programs.



Missouri State fair goers will have an opportunity of seeing some bright new KMBC-KFRM Artist Bureau stars this year. Pictured above, upper left, Frank Wizarde, as the famous "Elmer" with Phil Evans' prize German shepherd, Herman; upper right lovely, vivacious Kim Weston, hill billy singer and yodeler and in the lower panel is the popular young team of Chuck and Bill.

Kingan & Co. Pleased with Godfrey; Renews For '52-'53

"Because the sales results warranted a renewal," Kingan & Company, whose first venture as a radio net work sponsor was via CBS Radio's "King Arthur Godfrey and His Round Table" Sunday series on October 14, 1951, has renewed its sponsorship of the program for another 52 weeks effective next October, it was announced today by N. Bruce Ashby, Vice President in Charge of Sales for Kingan & Company.

Mr. Ashby said that the directors and officers of Kingan & Co., feel strongly that the original decision for a major investment in network radio alone was a sound one. "The CBS Radio Network program has paid off for Kingan or we would not have renewed at this time for our coming fiscal year," Mr. Ashby emphasized.

"Obviously, the directors and officers of Kingan & Co., feel that this original judgment was sound. "Some of the specific advantages that have been gained through the combination of 'Godfrey and His Round

Table,' CBS Radio and Kingan merchandising are a definite pinpointed attack on selected consumer identified items on which we have desired to expand distribution and volume.

"King Arthur Godfrey and His Round Table" meets the demands of Godfrey's legion of daytime followers who want more of Godfrey, via recorded highlights from his five-a-week morning programs, "Arthur Godfrey Time." In addition, the series, aired Sundays at 4:00-4:30 PM, on KMBC-KFRM gives a new entertainment opportunity to those who are unable to listen to Godfrey's daytime program during the working week.

Godfrey, broadcasting's greatest entertainer-salesman, is surrounded by "the little Godfreys," vocalists Janette Davis, Marion Marlowe, Lu Ann Simms, Frank Parker, Haleloke, Julius LaRosa, the Chordettes and Mariners singing groups, announcer Tony Marvin and Archie Bleyer's orchestra.

The Kingan & Co. sponsorship under the new contract will be resumed on Sunday, October 12.

Doris Day Receives New Plaudit

Doris Day, star of CBS Radio's weekly "Doris Day Show," has been cited by the 16,000 motion picture exhibitors across the country as the recipient of their coveted Laurel Award in two separate categories.

In a poll conducted by Exhibitor Magazine, the singing star emerged as the nation's top box office attraction and also placed first as the actress who had given the best performance in a musical picture. The latter award is for her work in "I'll See You in My Dreams."

A bronze Laurel Award plaque was presented to Miss Day by Mr. Paul Manning, editor of Exhibitor Magazine, on her CBS Radio and KMBC broadcast Sunday, July 20.

It was just two years ago, in the same poll, that the singer-actress received the Exhibitor award as the number one "New Personality" of the screen.

The "Doris Day Show" is a regular KMBC Sunday feature, heard at 6:00-6:30 P.M., for Rexall Drug Co.

SUNDAY NEWS EXTENSIVE ON TEAM

KMBC-CBS Offers New Concert On Sunday

A new concept in summer programming is now offered by KMBC and CBS Radio in "On A Sunday Afternoon," a series of five light musical shows, (Sun. 1:30-4:00 p.m.) Each separate half-hour features varied music integrated with news flashes, weather and traffic reports, baseball scores, and safety messages from all parts of the country.



MR. ANTONINI

At the helm of this two and a half hour feature is Eddie Gallaher, popular Washington, D. C., radio commentator and columnist. He hosts each of the five half-hour segments, introducing "live" shows originating in Chicago, New York, Atlantic City, and other points with discussion and playing of top hits on record, late baseball and world news.

"On A Sunday Afternoon" is presented in association with the National Safety Council, with leading CBS Radio stars giving safety messages stressing a "Safe Sunday Afternoon" through careful driving, swimming safety, and forest fire prevention. Every half-hour, KMBC and other local stations throughout the country will cut-in to broadcast local traffic and weather conditions. This new program series should well serve its intended purpose—that of providing easy musical listening for the tremendous "mobile" American radio audience of summer drivers and vacationists, wherever they may be.

Following is the program lineup:

- 1:30 p.m. "String Serenade": A light orchestral program featuring Alfredo Antonini and his orchestra in favorite semi-classical and popular tunes arranged for strings.
- 2:00 p.m. "Gallaher's Galaxy of Hits": Featuring the program series' emcee with his choice of top recorded tunes of the week and late baseball scores.
- 2:30 p.m. "Music For You": Caesar Petrillo and his orchestra with colorful male and female vocalists, airing from Chicago.
- 3:00 p.m. "Band of the Day": Featuring each Sunday one of the nation's favorite bands with well-known vocalists broadcasting from the Marine Ballroom of the million-dollar Steel Pier in Atlantic City, New Jersey.

Bea Johnson

(Continued from Page 1)

for the OCE and for the four womens' services.

Thousands of college students entered these contests, learned more about the war effort, and supplied publicity used from coast to coast. Judges included such persons as Clifton Fadiman, Milton

CBS Farm Reporter Back From Europe

Europe's "old-fashioned methods of farming" was the thing that most impressed CBS Radio correspondent Claude A. Mahoney, who has just returned from a four-week tour of Western Europe. Mahoney was one of 12 farm editors invited by the Mutual Security Administration to study farming there and to inspect improvements made in European agriculture since the end of World War II.

"This was possibly the most intensive farm tour that has ever been made by an American group," Mahoney said. While in Europe, he visited farms and farmers' homes, agricultural experimental stations, and colleges in Italy, France and West Germany.

They went by back roads, visiting farm houses, stopping in fields, going without baths sometimes for two or three days. The CBS Radio reporter carried a tape recorder and recorded the voices of many natives of the countries visited.

The only discouraging note in the Mahoney tour of Europe occurred upon his return to this country: "When I got home, my own garden was full of weeds."

"CBS Radio Farm News" is heard Saturdays on KMBC-KFRM at 2:00 - 2:30 PM.

COVER SUNDAY NEWS



KMBC-KFRM is tops on News because KMBC-KFRM stays "on top of the news." That goes for Sunday as well as for the other days of the week. The Sunday coverage of the KMBC-KFRM news department falls on the shoulders of the Team's capable news director, John Farmer, pictured in the upper panel, above. CBS commentators helping carry the load on the network side are left to right, Bob Trout, Howard K. Smith and Larry LeSueur.

KMBC-KFRM Sunday News Parade Led BY Farmer

Featuring a highly diversified Sunday lineup of important week-end news programs, the KMBC-KFRM Team offers news-conscious listeners full and effective reporting coverage from around the world.

KMBC-KFRM's News Director John Farmer leads the weekend news parade with his Sunday newscasts. He gives special emphasis to local and regional events plus national and world headlines. On the noon news slot special interest is added when he brings Team listeners a look at the area weather picture and forecasts the Monday livestock estimates in Kansas City and Chicago.

Such CBS Radio News stalwarts as Howard K. Smith with his weekly European report from London and Bill Costello with the news and his analysis from Washington, D. C., round out each Sunday morning's reporting schedule.

The afternoon section of KMBC-KFRM's Sunday news lineup is highlighted by CBS Radio reporter Robert Trout who directs a 25 minute complete summary of latest weekend developments. Each week he interviews a CBS Radio correspondent flown from his foreign assignment to New York especially for the broadcast.

Larry LeSueur winds up the big Sunday CBS Radio news shows following Robert Trout with a five minute capsule summary of world news headlines, tailored especially for listeners wanting a quick and up-to-the minute roundup of news from everywhere.

Following is the KMBC-KFRM Sunday News lineup:

- 7:00 a.m. CBS Radio News.
- 7:15 a.m. News with John Farmer.
- 8:15 a.m. CBS Radio World News Roundup.
- 10:30 a.m. News with John Farmer.
- 11:30 a.m. Howard K. Smith (from London).
- 11:45 a.m. Bill Costello (from Washington).
- 12:00 noon News, weather and livestock estimates with John Farmer.
- 4:30 p.m. World News with Robert Trout.
- 4:55 p.m. Larry LeSueur and the News.
- 5:45 p.m. News with John Farmer.
- 9:30 p.m. News with John Farmer (KMBC only).
- 11:00 p.m. CBS Radio News (KMBC only).

WE APOLOGIZE!!



The entire editorial staff of Heart Beats is blushing all the way to the roots of hair. Last month we ran the above picture of Kellogg's change-over to the new package. Identification was inadvertently left out. The gentlemen pictured are left, M. L. Johnson, Kellogg District Sales Manager and right Joel Pucker, buyer for the Milgram Stores. Please, Mr. Johnson and Mr. Pucker, accept our sincere apologies.

Eisenhower, and Betsy Blackwell, Editor of Mademoiselle magazine and hundreds of dollars in war bonds were given as prizes in these contests.

Mrs. Johnson is a past national president of Gamma Alpha Chi and is currently serving as National Expansion Director. At the 1948 Gamma Alpha Chi national convention, she resigned her office and the fraternity, in gratitude for her great contributions, established a permanent award in her honor and named it The Bea Johnson Achievement Award, for which a trophy cup is given. This silver cup is awarded at each convention to the collegiate chapter achieving the most for the fraternity.

Bea Johnson is a graduate of the University of Missouri School of Journalism and is active in the Kansas City area in nation-wide program of her own design, that of job placement for advertising and radio graduates of the Universities of Missouri, Kansas, and other nearby schools. Since 1946, Mrs. Johnson has been engaged in advertising agency special script writing, broadcasting, and

television work.

KMBC-KFRM's own Bea Johnson's return to this new morning program series is a much awaited "welcome home" and her new "Happy Home" weekday half-hour is a highlight feature for all of KMBC-KFRM's women listeners.

"Stopette" News

(Continued from Page 1)

ette deodorant, is a leading authority on cosmetic chemistry and Stopette is the first such product that he was willing to bring out under his own name. Women who have had experience with Dr. Montenier's various other products are happy to learn of the new product and it is suggested that cosmetic retailers throughout the territory display Stopette prominently and get the full affect of the new campaign.

Jack Benton, one of KMBC-KFRM's ace newsmen, enjoys the greatest audience popularity of any evening newscaster in the Heart of America and his program is providing an ideal vehicle for the new Montenier schedule.

Bergen-McCarthy Show Sponsored In '52-'53 By Warner-Hudnut

The "Edgar Bergen-Charlie McCarthy Show" will be presented in its 1952-53 season on CBS Radio under the sponsorship of Warner-Hudnut, Inc., for the Richard Hudnut Division, it was recently announced today by Warner-Hudnut, Inc., the CBS Radio Network and Kenyon and Eckhardt, Inc., the advertising agency representing the sponsor.

The classic radio comedy attraction rounded out is 15th year of big-time radio with its concluding broadcast of the season June 1—a decade and a half in which Bergen and his all-too-human dummies have become a national institution.

Bergen and the cast of his famous show are currently on their annual summer vacation. They will return to their KMBC Sunday night, 7:00 - 7:30 PM, time period in the fall, at a date to be announced.

The program will be presented in behalf of four Richard Hudnut products, Home Permanent, Enriched Creme Shampoo, Creme Rinse and A 10.

"CO-CUTUPS"



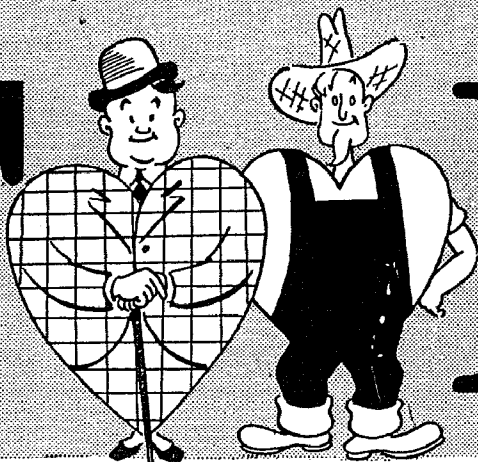
As co-emcees of radio's gayest five minutes, "It Happens Every Day" (KMBC-KFRM Monday thru' Friday 3:20 p.m., Saturday 1:25 p.m.), Arlene Francis and Bill Cullen make a project out of clipping unusual items in the newspapers. The program is sponsored by the Toni Company for "White Rain" shampoo.

The KMBC-KFRM Team
KMBC Building
11th and Central
Kansas City 5, Mo.

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KMBC KFRM

HEART BEATS



from the Heart of America

Vol. 9, No. 7

KANSAS CITY'S RADIO MERCHANDISER

October-November, 1952

RADIO SCHOOLHOUSE IN 9th YEAR

KMBC-CBS Still Serving Best in Radio

KMBC has again hit the radio jackpot with its new fall-winter lineup of CBS Radio nighttime hit shows.

Running the '52-'53 CBS Radio program gamut, KMBC listeners will find comedy, both situation and straight; romantic drama adaptations of hit movies; crime and thrill drama; audience participation shows; talent finding shows and musical variety.

Sunday evening kicks off each week's star nighttime array at 6 p.m. with Jack Benny and his crew and a new member of the cast, Bob Crosby, replacing Phil Harris. Following at 6:30 are Amos 'n' Andy; 7:00, Edgar Bergen and Charlie McCarthy; 7:30, Playhouse on Broadway; 8:30, Mr. Keen, and at 9:05 Eugene Lowell and the Longines Choraliers.

The remainder of the KMBC evening listening week finds the following outstanding show lineup:

Monday

7:00 Suspense.
7:30 Arthur Godfrey Talent Scouts.
8:00 Radio Theater.
9:00 Bob Hawk Show.

Tuesday

7:00 People are Funny.
7:30 Mr. and Mrs. North.
8:00 Life with Luigi.
8:30 My Friend Irma.
9:05 Doris Day Show.

Wednesday

7:30 Dr. Christian.
8:00 The Lineup.
8:30 What's My Line.

Thursday

7:00 F.B.I. in Peace and War.
7:30 Junior Miss.
8:00 Gunsmoke.
8:30 Bing Crosby Show.

Friday

7:00 Our Miss Brooks.
7:30 Meet Millie.
8:00 Mr. Chameleon.
8:30 Horatio Hornblower.

Saturday

6:30 Vaughn Monroe Show.
7:00 Gene Autry Show.
7:30 Tarzan.
8:00 Gangbusters.

NATION'S TOP RADIO TALENT ON "TEAM"



The fall and winter line up of stars for 1952-53 on KMBC-CBS-KFRM is just as bright if not brighter than ever before. Pictured above are just a few of the outstanding array of talent. Top row, Eve Arden, "Our Miss Brooks", KMBC Fridays 7:00 pm; Arthur Godfrey, KMBC 9:00 to 10:30 am weekdays, (KFRM 9:00-9:30 am), also KMBC Mondays 7:30 pm and Sundays 4:00 pm; Doris Day, KMBC Tuesdays 9:05 pm. Second row, Jack Benny, KMBC Sundays 6:00 pm; Vaughn Monroe and the Moon Maids, KMBC Saturdays 6:30 pm and Horatio Hornblower, KMBC Fridays 8:30 pm. Bottom row, Art Linkletter, KMBC-KFRM, Monday through Friday 2:30 pm, Gene Autry, KMBC, Saturdays 7:00 pm and Bing Crosby KMBC Thursdays 8:30 pm.

Kudos To KMBC-KFRM Educational Series

KMBC-KFRM's award winning "Radio Schoolhouse" marked the beginning of its ninth broadcasting year on Monday, October 6. This outstanding public service program, designed especially for Midwestern educators and students, is under the supervision of Dr. C. F. Church, KMBC-KFRM

Director of Education, and

is heard at 1:30 p.m., Monday through Friday, during the academic year.

The weekly "Radio Schoolhouse" consists of five daily quarter-hour programs, each designed as supplemental classroom instruction and presented for in-school listening. These programs and their content are:

Mon.: "The Art Lesson"—A creative art lesson with a studio class doing the actual work.

Tues.: "Fun With Facts"—A science series on the elementary grade level.

Wed.: "Youth Looks Ahead"—A high school student discussion of vocation selection with a guest from a particular field or profession, and a faculty moderator.

Thur.: "The Magic Book"—A dramatization of fairy tales and modern children's stories, using professional actors, and narrated by Caroline Ellis, noted KMBC-KFRM woman commentator.

Fri.: "Music Time"—A music or singing lesson with a studio class participating.

"Radio Schoolhouse" was inaugurated in 1944 on KMBC and in 1947 the broadcasts were extended to KMBC's team mate for rural Kansas, Oklahoma, and portions of Colorado and Nebraska, KFRM.

Educators and radio critics alike have praised the "Schoolhouse" series. Ohio State University has singled out the program for national recognition a total of six times. In 1946 "The Magic Book" rated a "First Award," with "Music Time" taking similar laurels in 1947 and 1948. Ohio State University judges acclaimed "Music Time" as . . . "a refreshing and convincing music series that is meaningful and provocative to teacher and student alike . . . an excellent program."

These quarter-hour educational programs are planned for school (Continued on Page 2)

"What's My Line?" In KMBC Premiere

"What's My Line?" the popular, witty, guess-your-occupation program featuring a panel of experts who try to identify the jobs of several total strangers, made its recent debut as a weekly highlight on CBS Radio and KMBC (8:30-9:00 p.m. Wed.).

The series is sponsored by Philip Morris and Co.

10,000 Programs For Amos'n'Andy

A significant milestone in radio history will be celebrated on CBS Radio and KMBC, Sunday, Nov. 16 at 6:30 p.m. Freeman Gosden and Charles Correll as "Amos 'n' Andy," probably the most beloved comedy team in the entertainment world, make their 10,000th broadcast on that date.

Dixie Lee Crosby

The KMBC-KFRM staff and all of the folks in the Heart of America join in an expression of deepest sympathy to Bing Crosby and the Crosby boys at the death of wife and mother, Dixie Lee Crosby. She was a great trouper in her own right and a wonderful person. We regret with many others that her life had to be fulfilled so early.

—30—

Doctor's Degree To Dr. Christian

In appreciation of his more than 15 successful years as radio's country doctor on CBS Radio's "Dr. Christian" series (KMBC Wed. 7:30 p.m.), Jean Hersholt was awarded an honorary doctor's degree as a highlight of the California Academy of General Practice convention dinner, November 11.

KMBC KFRM HEARTBEATS

from the Heart of America

Vol. 9, No. 7

KANSAS CITY'S RADIO MERCHANDISER October-November, 1952

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.

The KMBC-KFRM Team

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager
George J. Higgins, Vice President and Managing Director
G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department
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Jack Carson, Associate Editor

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Hollywood 9-2151

ATLANTA (3)
322 Palmer Bldg.
Main 5667

FORT WORTH
406 W. 7th Street
Fort Worth 36-3349

KMBC-KFRM "Vote" Campaign Success

K M B C - K F R M's 5½ month campaign "Make the Heart of America Truly American, Register and Vote" ended November 4 with a mighty surge of activity. The all-out promotion, began on May 23, was pronounced a tremendous success as the KMBC-KFRM area went to the polls en masse and cast the largest vote in its history. The KMBC-KFRM Team came in for its fair share of the credit in the turn-out for voting as well as being cited by election officials as being responsible for the great increase in registration. In one special three-day campaign in Kansas City, Missouri, in which KMBC played a major part, 28 thousand new registrants were picked up to put registration at an all-time high in Kansas City.

The KMBC-KFRM Team not only ran its own register and vote campaign but also lent its support to all agencies and correlated its effort with those of the Ballot Battalion, the NARTB, the Freedoms Foundation and to station clients who were promoting get-out-the-vote.

As the campaign moved into its final ten days, every time availability was turned over to the project. All live talent programs, station identifications, promotion spots and newscasts told the people to get out and vote, then follow the returns on KMBC. A recap of the activity involved in the campaign is in the process but the resulting success of the whole plan has been well demonstrated by the response.

"Messiah" Coast To Coast Via CBS-KMBC

Handell's "Messiah" is to be broadcast this year over the CBS Radio Network through the facilities of KMBC for the fourteenth consecutive year. The great work will be sung by the Messiah Choir of the Reorganized Church of Jesus Christ of Latter Day Saints of Independence, Missouri, under the direction of Franklyn Weddle. This year's performance will be the 36th year that the Independence group will have presented the Messiah, the last fourteen over CBS via KMBC. Just as last year the broadcast will originate from the stage of TV Playhouse in the KMBC Building and will be attended by an audience of some 26 hundred persons. The program will be heard from 10:30 p.m. 'till midnight Kansas City time on Sunday, December 21. It will be rebroadcast over KFRM on Christmas Day at 3:15 p. m.

Duncan Hines Plugs New Cake Mix

Duncan Hines who have found "Rhymaline Matinee" a tremendously successful sales aid to their cake mix are introducing a new Yellow Cake Mix via the "Matinee." Grocers throughout the KMBC-KFRM area are bound for another run of "plus" sales as a result of the campaign and it is suggested that prominent, attractive displays of Duncan Hines Yellow cake mix will make it easier for hundreds of customers who are looking for the new product. "Rhymaline Matinee" is heard on KMBC-KFRM at 3:00 p. m., Monday through Friday.

Cream of Wheat Drums "Sadie Hawkins Day"

Again this year there's an annual holiday for grocers to cash in on . . . and for customers to enjoy! It's Sadie Hawkins Day—"when the wimmin chase th' men."

Repeating their promotional idea of last year, "Cream of Wheat" has cleared with Al Capp the use of his "Li'l Abner" comic characters in food store advertising.

The Sadie Hawkins event has become almost as well known to Capp's 60 million readers as New Year's and the Fourth of July. This popular feature of the "Li'l Abner" comic strip is celebrated annually by thousands of clubs, groups, and even whole towns.

"Cream of Wheat" has again come up with eye-catching promotional material—the kind that built last year's Sadie Hawkins Breakfast celebration into a record 50,000 store tie-in.

The company's popular weekly show, "Let's Pretend," (KMBC, Sat., 10:05 a.m.) is lending its hand in beaming breakfast promotion news at customers.

Radio Schoolhouse

(Continued from Page 1)

classes and students in the Greater Kansas City area, but also have proved a valuable source of instruction to rural and area town schools having no specially trained teachers in music, art, or science. Listening is widespread among KMBC-KFRM area educators, too, as well as the nearly 108,000 students who were a part of the "Radio Schoolhouse" family during the 1951-1952 academic year.

Midwestern school faculty members have long recognized the educational value of the "Radio Schoolhouse" program series. Increased listener response points to another successful year for KMBC-KFRM's "Radio Schoolhouse."

IT HAPPENED IN THE HEART OF AMERICA

MAKE "DINNERBELL" RING



KMBC-KFRM's "Dinner Bell Roundup" continues to be the most popular noon-time radio show in the midwest. The gay lot pictured above, broadcasting from KMBC-KFRM's studio "A" are, left to right, Frank Wizarde, Captain Ray Hudgens of the Texas Rangers, "Monty", Millie, "Idaho", Kim Weston, Alan Vaughn, Hiram Higsby, "Arizona", and "Tucson". The young lady seated behind Capt. Ray is Eva Bobski, KMBC receptionist.

'Happy Home' Host To 'Hedda'



A recent guest of KMBC-KFRM Director of Women's Activities, Bea Johnson is none other than the famous wearer of the hats, Hedda Hopper of Hollywood. Hedda is only one of the many guests appearing these days on the "Happy Home" with Bea.

PERPLEXING PROBLEM



The vexed young man in the picture above is KMBC-KFRM engineer Fred Preisler. The matter bothering Fred when the picture was snapped was the question of getting "back in business" for broadcast the day following the tornado that struck the Missouri State Fair. The twisted steel gives a rough idea about the damage to the bandstand where KMBC-KFRM shows originated during the fair. The show went off as scheduled and although this occurred back in September, such obstacles are frequently met and surmounted by the Team's very capable engineering staff.

Stoppette's Montenier A Cosmetics Pioneer

Today's modern cosmetics industry can indeed be proud of Dr. Jules Montenier, president of Jules Montenier, Inc., manufacturers of Stoppette Spray Deodorant.

Known and respected throughout the entire cosmetics field, Dr. Montenier's research and formulae are evident in many well-known products produced by various manufacturers in the industry. His contributions to modern hand lotions, and deodorants.

Five years ago Dr. Montenier's research with deodorants led to a formula for a highly effective anti-perspirant liquid possessing no skin irritation ingredients and which was harmless to clothing materials. At the same time he perfected and introduced a new method for liquid and liquid spray application through the use of molded polyethylene plastic containers.

Dr. Montenier's Stoppette Spray Deodorant, in this flexi-plastic squeeze atomizer bottle, is now one of a great many products in the cosmetics field, and in other industries, too, that make use of this revolutionary new container.

The sale of Jules Montenier Inc. products Stoppette, Pouf and Finesse, is being promoted in the Kansas City area through their sponsorship three days a week (Monday, Wednesday and Friday) on KMBC of Jack Benton's 6:00 pm News.

Willys To Sponsor Philharmonic

The New York Philharmonic-Symphony, America's oldest and most distinguished orchestra, is being broadcast during the coming 1952-1953 season on CBS Radio and KMBC each Sunday through the sponsorship of Willys-Overland Motors, Inc.

The season, which opened Sunday, October 19, at 1:30 p. m., marked the Philharmonic's 111th consecutive year of concerts and the twenty-third consecutive year on the CBS Radio Network.

Willys-Overland is sponsoring the program over KMBC in behalf of its new postwar airplane-type passenger automobile, the Aero Willys.

"Grand Slam" Celebrates Six CBS Years

Extra prizes, extra fun and a special surprise were added to singing emcee Irene Beasley's celebration of CBS Radio's "Grand Slam" musical quiz game's sixth birthday last month.

"Grand Slam," home participation program originated by Irene Beasley, shares its prize table with three home contenders and three studio contestants.

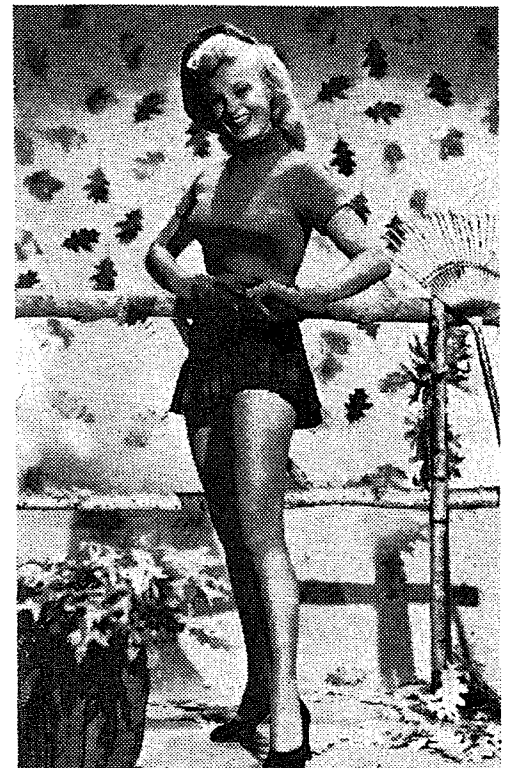
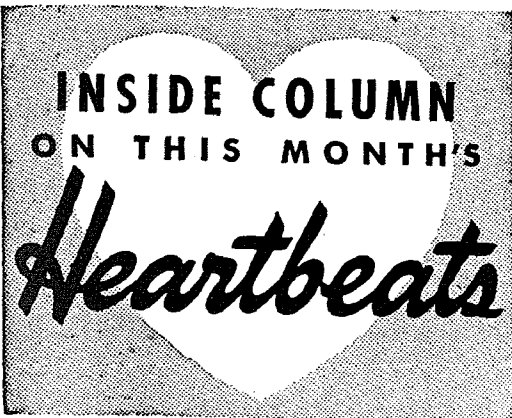
The series is sponsored by the Continental Baking Co. and is heard on KMBC-KFRM, Monday thru Friday, at 2:45 p. m.

"Fun For All" Makes Saturday Debut

Arlene Francis and Bill Cullen, well known radio comedy duo, are the stars of a new half-hour quiz carnival. "Fun for All," which began on CBS Radio and KMBC Saturday, Sept. 27.

"Fun for All" is sponsored by Prom Home Permanent and White Rain Shampoo and is heard on KMBC Saturdays at 1:00 p.m.

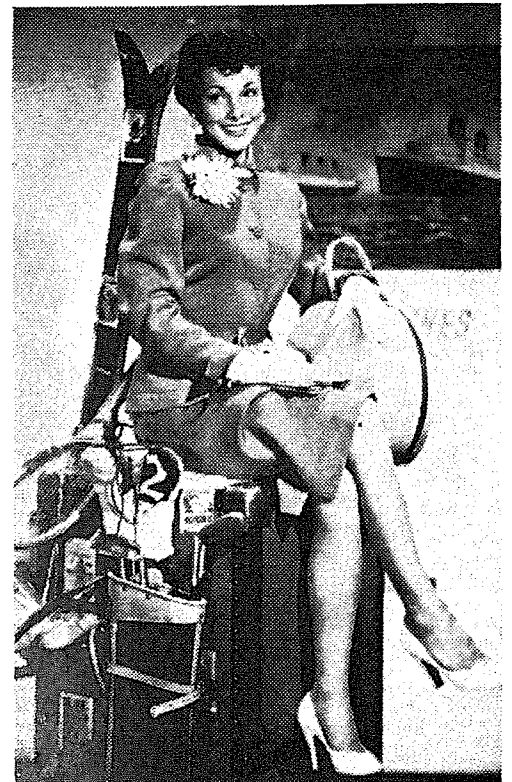
NEW FEATURES ON KMBC-KFRM



With striking Evelyn Lovequist of KMBC-CBS Radio's "Lux Radio Theatre" KMBC—Monday 8:00 p.m. dutifully decorating the front lawn, who could devote the proper attention to the season's falling leaves?



Eleanor Tannen, KMBC-CBS Radio's "Dr. Christian" show, (KMBC Wednesdays 7:30 p.m.), seems to have arrived in perfect shape. The package idea, of course reminds us that Christmas is not too far off but Heart Beats is not recommending many such gifts be sent this year.



Where to? Who'll look at the scenery with Eleanor Bender aboard? The lovely lass is a member of Art Linkletter's "House Party" cast on KMBC-KFRM Monday-thru-Friday, 2:30 p.m. Judging by the variety of sports equipment she's taking along, Miss Bender plans to be away quite a while.

"Theatre of Today" Marks 11th Birthday

"Theatre of Today," pioneer of midday Saturday radio dramas, celebrated its 11th anniversary on CBS Radio, Saturday, Oct. 4, with the presentation of an original three-act play, "The Push-Button House."

A galaxy of stage, radio and film stars have been featured in leading roles since the first broadcast in 1941.

All dramatic themes on "Theatre of Today" are based on simple, thought-provoking family situations, heard every Saturday at 11:00 a.m. on KMBC, and sponsored by the Armstrong Cork Co. Listeners often report that they are startled that other families the country over are so like their own; the universality of financial, romantic, domestic annoyances or joys commonly shared across the nation discloses a national pattern of living.

"Mr. Chameleon" Returns In New KMBC Time

A butcher, a baker, a candlestick maker! A king, a safecracker, a newspaper editor! No disguise is too remote for CBS Radio's "Mr. Chameleon," the man of a thousand faces, as he returned to KMBC Tuesdays, 9:05 p.m.

Karl Swenson is featured in the title role, with Frank Butler as Detective Dave Arnold.

Top CBS Team to Cover '53 London Coronation

Queen Elizabeth's coronation in London on June 2, 1953, a spectacle that will turn the eyes of the world on the tight little isle that day, will be covered for CBS Radio by Edward R. Murrow, Robert Trout and Lowell Thomas, three of the world's most famous news broadcasters, who will join CBS Radio European Chief Howard K. Smith and Paul Niven in London for the event.

Broadcasts from Buckingham Palace, along the route of the procession through the streets of London to Westminster Abbey, where the coronation ceremonies will be held, will be supervised by Wells Church, CBS Radio Director of News and Public Affairs.

Mr. Trout, Mr. Thomas and Mr. Murrow all covered the coronation of George VI in London in 1937. Their return to London for the 1953 event will be a rare coincidence, a coronation reunion.

Shoenbrun Named To Legion Of Honor

For outstanding services in promoting good will between the United States and France, CBS Radio Paris Correspondent David Schoenbrun has been made a Chevalier of the Legion of Honor by the French Government, according to a recent announcement from CBS Radio News Headquarters in New York.

Mr. Schoenbrun was awarded the Croix de Guerre by the French Government in 1948 for his work as a U. S. Army Combat Correspondent assigned to the French Army during World War II. The ceremonies at which he will be made a Chevalier of the Legion of Honor were held in Paris, Sept. 12.

NEW STARS SHINE



Headliners on two new KMBC-KFRM features are pictured above. In the upper panel are Carl Smith, left and Little Jimmy Dickens, right, stars of "Cedar Crest Jamboree" for Cedar Crest Work Shoes. The center panel is the nationally known recording orchestra of Owen Bradley featured on Morton's Salt's "Visitin' Time". Inset, below are, left to right, also on "Visitin' Time" are Fred Waller and Bob Johnstone, vocalists and Cal Douglas, emcee of the show. Time of broadcast for both shows is listed in the accompanying story.

"Ma Perkins" Marks 5000th CBS Episode

"Ma Perkins," philosophic lumberyard operator in Rushville Center, made her 5,000th visit to the homes of CBS Radio listeners Friday, Sept. 26. Second oldest serial on the air and consistently among the popularity leaders, the story has featured Virginia Payne in the title role since its inception in 1933.

"Ma Perkins" has been sponsored by Proctor & Gamble Company during its entire broadcasting time, almost two decades and is heard on KMBC Mon.-Fri. at 3:45 p.m.

"People Today" Laud CBS Daytime Programs

"People Today," weekly pocket news magazine about people making headline stories, paid a recent tribute to its ten most popular daytime radio programs.

The list and their KMBC air times included: (all Mon. through Fri.) "Arthur Godfrey Time," 9:00-10:30 a.m.; "Rosemary," 10:45 a.m.; "Aunt Jenny," 11:15 a.m.; "Romance of Helen Trent," 11:30 a.m.; "Our Gal Sunday," 11:45 a.m.; "Wendy Warren and the News," 11:00 a.m.; "Big Sister," 3:30 p.m.; "Ma Perkins," 3:45 p.m.; and "The Guiding Light," 4:15 p.m.

SUCCESS STORY



Bill Davis, proprietor of the Bill Davis Shade and Drapery Shop of Kansas City, Kansas experienced a sudden run on Waverly fabrics recently. Mr. Davis was puzzled until Mrs. Davis advised him that Waverly's were running a schedule of advertising on Bea Johnson's "Happy Home". Above Bea Johnson and Mr. Davis discuss draperies and the merits of selling by radio.

Morton's; Cedar-Crest Take Schedules On Team

Two sparkling new programs made their respective debuts on The KMBC-KFRM Team early in October and are rapidly gaining in popularity in the area. They are "Visitin' Time" (KMBC Wednesdays 7:00 p.m.—KFRM, Sundays, 3:30 p.m.) for the complete line of Morton's Salt products and "Cedar Crest Jamboree" (KMBC Saturdays 9:45 p.m.—KFRM, Sundays, 3:00 p.m.) for Cedar Crest Work Shoes. The Cedar-Crest Jamboree stars the sensational new folk singer, Carl Smith, and famous Ole Cold Tatter Boy, Little Jimmy Dickens. Each week a different Grand Ole Opry guest star will appear in person on the program, including such famous folk stars as Ernest Tubb, Hank Snow, Red Foley, Moon Mullican, George Morgan and Cousin Minnie Pearl.

Host and master of ceremonies of "Visitin' Time" is Cal Douglas, with Ott Devine handling the announcing duties. Vocalist Dottie Dillard will feature the musical entertainment, with Owen Bradley and his nationally known recording orchestra; two choral groups, Decca's Nashville Dixie-landers and the Owen Bradley quintette; and two outstanding male vocalists, baritone Bob Johnstone and tenor Fred Waller.

Also featured in the weekly series will be such musical groups as The Merrymakers, the Tune-tappers, the Mortonaires and the Morton trio. This year, as special attractions, the show will periodically play host to nationally known radio, television and recording guest stars.

Commercially, "Visitin' Time" will feature the complete line of Morton's products, including the home meat-curing line, Morton's Free Choice Trace Mineralized Salt, and Morton's Table Salt.

G. E. Launches Third Lamp Spot Campaign

For the third straight year the Lamp Division of General Electric is sponsoring heavy spot radio with the objective of boosting G. E. Lamp sales.

G. E.'s big lamp sales push is evident thrice weekly on KMBC-KFRM, with participation in "Rhymaline Time" (7:30-8:15 a.m.).

This fall's campaign features catchy musical announcements that make it easier for listeners to remember G. E. Lamp themes such as "bulb-snatching" and "study lighting."

"Our Miss Brooks" In School Again

America's best known and funniest school teacher, "Our Miss Brooks," embarked on a new season of misadventures on KMBC, Friday, Oct. 10.

Eve Arden, zestful comedienne, resumes her starring status in the title role. She is supported by Jeff Chandler as Mr. Boynton, the bashful biology teacher; Jane Morgan as Mrs. Davis, the pixilated landlady; Dick Crenna as Walter Denton, the teen-aged Romeo; Gloria McMillan as Harriet Conklin; and Gale Gordon as Mr. Conklin the school principal.

The program is sponsored by the Colgate-Palmolive-Peet Company, and is heard on KMBC each Friday at 7 p.m.

1952 "ROYAL" IS HUGE SUCCESS

Kans; Missouri Editors Visit "Renfro Valley"

John Lair, Renfro Valley, Kentucky's philosopher and restorer of the historic valley as a "living storehouse of pioneer Americana," was host to editors of the oldest weekly newspapers publishing continuously under the same masthead at a "Country Editors' Conference" in Renfro Valley, October 3-4-5.

Among those attending were Mr. and Mrs. J. W. Roberts of the Oskaloosa, Kansas *Independent*, and Mr. and Mrs. E. L. Preston, of the Liberty, Missouri *Tribune*.

The Conference was planned as part of the National Newspaper Week program. Saluting the weekly newspapermen of the nation for their part in building a strong free press, Mr. Lair invited the editors to Renfro Valley for a weekend program of pioneer entertainment and "cracker barrel" talks with fellow editors on mutual problems.

The "Renfro Valley Sunday Morning Gathering" is heard on KMBC, Sunday at 7:30 a.m., and is sponsored by General Foods.

Murrow Receives Annual Air Force Award

The Annual Arts and Letters Award of the Air Force Association for 1952 was presented recently to Edward R. Murrow, noted CBS Radio News Broadcaster, by General James H. Doolittle.

The presentation was made in Detroit at the Association's annual Air Power Banquet. The award cites Mr. Murrow as "the man who has done the most during the past year in the field of arts and letters to further public interest in and understanding of Air Power as an element of our National Defense."

"Gunsmoke" Shares KMBC Friday Lineup

"Gunsmoke," western adventure series starring Bill Conrad, became a regular feature of KMBC's Friday night entertainment schedule Oct. 3.

Introduced last April as a unique twist in westerns, "Gunsmoke" rapidly gained a cross-country following, credited to producer-director Norman MacDonnell's premise that westerns can be scripted and performed to appeal to an adult audience, as well as to youngsters.

Top Musicians Work "Smith-Shore" Show

When Frank De Vol gives the downbeat on CBS Radio's "Jack Smith-Dinah Shore Show," heard Mon.-Fri., 10:15 p.m., the music that results is the work of 13 instrumentalists recognized as tops in the music field.

Among them are Skeets Herfurt on saxophone, formerly featured with the bands of Tommy and Jimmy Dorsey and Alvino Rey; Ray Linn on first trumpet, formerly with Tommy Dorsey; Ray Conniff on trombone, ex-arranger for Harry James; and pianist Jack Pleis.

The "Jack Smith-Dinah Shore Show" is sponsored by Procter and Gamble for "Tide."

KMBC-KFRN STARS MAKE HIT AT "ROYAL"



In the Series of pictures above is the group that "wow-ed" the crowds at the American Royal. Upper left, KMBC-KFRM's favorite wildman, Elmer (Frank Wiziard) and a friend. The friend is on Elmer's right (your left). In the upper right panel is pictured the KMBC-KFRM broadcast booth that adjoins Chautauqua Hall and the point of origination for many of the Team's Farm features with Phil Evans, Jim Leathers and Bob Riley. Lower left is a shot made of the Dinner Bell Gang during the broadcast. Lower center, Elmer, left, vexed by a statement of emcee Hiram Higsby. Lower right Jim Leathers, KMBC-KFRM Associate Farm Director, interviews the young owner of the grand champion lamb, Tommy Hill.

Barrymore Hosts 'Hallmark Playhouse'

Lionel Barrymore, one of the nation's best beloved drama personalities, is the new program host, narrator, and occasional star on CBS Radio's 1952-53 edition of "Hallmark Playhouse," 8:00-8:30 Sunday, KMBC. The program was heard Thursday nights last season.



LIONEL BARRYMORE . . .

After a long and distinguished stage and motion picture career, Mr. Barrymore made hundreds of guest appearances on radio and took over the title role in the series called "Mayor of the Town" in 1941 on CBS Radio. Even before then, however, he had gained renown for his radio portrayal of Scrooge in Dickens' "A Christmas Carol."

"Hallmark Playhouse" features dramatizations of famous novels, biographies, short stories and plays and may also feature occasional original dramas this season. The program is sponsored by Hall Brothers for Hallmark Cards.

CBS Radio Salutes 'Amos'N'Andy' Launch 25th Radio Season

"U. S. Route 66," a dramatic documentary presenting a panoramic word picture of 50 years of motoring, was broadcast over CBS Radio in cooperation with the American Automobile Association, as a special salute to the automobile industry and the motorist, Thursday, Oct. 2.

The progress of the automobile and the drastic changes it made on the American way of life was traced to present times. "Route 66," one of the most-traveled roads in the U. S., runs from Chicago to Santa Monica, Calif.

The salute to the automobile industry and the motorist coincides with the 50th anniversary of the American Automobile Association, which was formed by a handful of horseless buggy enthusiasts in 1902.

Home Town Welcomes Edgar Bergen

Edgar Bergen returned to his home town, Decatur, Mich., recently and was the guest of honor at a mammoth Edgar Bergen Day celebration.

Highlight of the day was Bergen's return to the stage of the Cozy Theatre, where at the age of ten, he gave his first public performance. The comedian will record the special show at the theatre, and the recording was heard on Bergen's initial CBS Radio broadcast of the season.

The Edgar Bergen-Charlie McCarthy Show is heard on KMBC Sunday evenings at 7:00 for Richard Hudnut.

"Amos 'n' Andy," two of radio's most beloved characters, returned to CBS Radio Sunday, Sept. 28, for a new season of Sunday evening half-hour broadcasts.

Freeman Gosden and Charles Correll, the stars of "Amos 'n' Andy" have created more than 190 inimitable characters since their first broadcast March 19, 1928. Gosden plays the beloved Amos Jones, the roguish George "Kingfish" Stevens and sleepy, slow-poke Lightnin'. Correll is the eternal Casanova, Andrew Hogg Brown, and the dignified Henry Van Porter.



AMOS 'N' ANDY . . .

For many years Correll and Gosden did all their own writing, as well as playing all the parts. In recent years, however, they have had a staff of writers and many of their regular supporting characters are played by leading Negro and white actors.

"Amos 'n' Andy" is heard at 6:30 p.m., Sunday on KMBC and is sponsored by the Rexall Drug Co.

"Team" Personalities Draw At American Royal

Just as in past years, KMBC-KFRM made an outstanding showing at the 1952 Kansas City American Royal. The Chautauqua Hall and its adjoining broadcast booth, headquarters for The Team was the "place to go" and a must for visitors from the entire KMBC-KFRM area. The program played to "standing room only" crowds every day of the week.

KMBC-KFRM Artists Bureau's famous Texas Rangers were featured in the arena throughout the entire week moving at noon to the KMBC-KFRM studios in the Royal building for the "Dinner Bell Round-up". The broadcasts which began at 12:10 from the Chautauqua Hall featured the entire Dinner Bell Gang with Phil Evans, Jim Leathers and Bob Riley all presenting their respective portions of the noon hour broadcasts and the Texas Rangers, the Tune Chasers, Hiram Higsby, Frank Wiziard, Millie and Kim and Jed Starkey providing the entertainment. Hundreds attended the noon broadcasts each day of the week. Broadcasting also from the Royal were Special Director Jim Burke and Chief Big Brother Tim West.

KMBC-KFRM has for many years been one of the stalwarts of the American Royal and besides its broadcasts from the event has been one of the leading promoters of the huge show. Besides the radio broadcasts originating from Chautauqua Hall, KMBC-KFRM was responsible for the showing of agricultural films in the hall from nine-thirty every morning until seven-thirty in the evening.

Lowell Thomas Back For P&G Ivory Soap

The noted CBS Radio commentator, Lowell Thomas, is back on the KMBC Monday through Friday schedule, bringing listeners his quarter hour of late world news broadcasts at 5:45 p.m.

Consistently ranking among the nation's most-listened-to news commentators, he made his radio network debut in 1930 and celebrated his 22nd anniversary on the air September 29th.

"Lowell Thomas and the News" is sponsored by the Procter and Gamble Company for Ivory Soap.

Vaughn Monroe Back On CBS Radio

The virile baritone of Vaughn Monroe, backed by one of the nation's most popular bands, plus the singing of the Moon Maids and the Moon Men, is featured again on CBS Radio and KMBC Saturday evenings at 6:30!

Monroe will be joined frequently by guest artists. The popular tunes offered on the program will be selected each week on the basis of continuing nationwide popularity polls. Monroe will also continue his custom of making a musical salute to a college each week.

"The Camel Caravan starring Vaughn Monroe" is sponsored by the R. J. Reynolds Tobacco Company for Camel cigarettes.

New Program

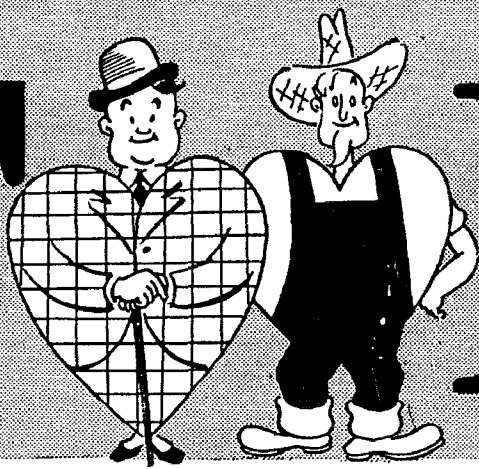
Mindy Carson, zestful songstress of radio and records, has launched a new 6:30 p.m. Tuesday-Thursday series on KMBC, Nov. 6.

The KMBC-KFRM Team
KMBC Building
11th and Central
Kansas City 5, Mo.

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KMBC KFRM

HEART BEATS



from the Heart of America

Vol. 10, No. 1

KANSAS CITY'S RADIO MERCHANDISER

January, 1953

KMBC SUPREMACY REVEALED BY "PULSE"

KMBC - KFRM - CBS STARS COP HIGH RECOGNITION

The year 1952 saw top professional honors voted to shows and personalities heard on the KMBC-KFRM Team. The Team, itself, received a special Good Citizenship Citation for its public service work in an intensive get-out-the-vote campaign. KMBC-KFRM's full facilities were devoted to this project. In a fiery broadcast May 23, Bill Griffith announced the campaign and blasted citizens who had not registered to vote. Using the slogan "Make the Heart of America Truly American," the Team continued the project until the polls closed election day.

Griffith Honored

Griffith, KMBC-KFRM newsman, received Sigma Delta Chi's highest award for Radio News-writing. The Distinguished Service Award in American Journalism was in recognition of his coverage of the 1951 flood. A jury of veteran journalists stated in their citation that Griffith "established new standards of excellence and maturity in the field of news-writing."

The 1952 "Who's Who" list compiled by the trade publication "Radio Daily," after a poll of the nation's radio editors, reads almost like a KMBC-KFRM program schedule.

Godfrey Top Man

Author Godfrey, who makes approximately 113,000,000 program listener impressions per week via CBS Radio, was named Man of the Year in Radio.

Eve Arden, star of the popular comedy series "Our Miss Brooks," was selected radio's Woman of the Year.

The "Jack Benny Program" was named the top radio comedy show of the year.

Edward R. Murrow was selected the outstanding news commentator of the year in radio.

"The People Act," documentary series narrated by Robert Trout, CBS Radio newscaster, was voted the best documentary of 1952.

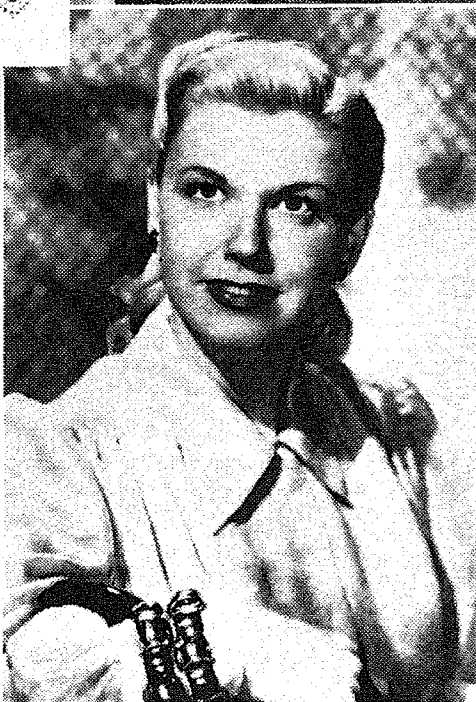
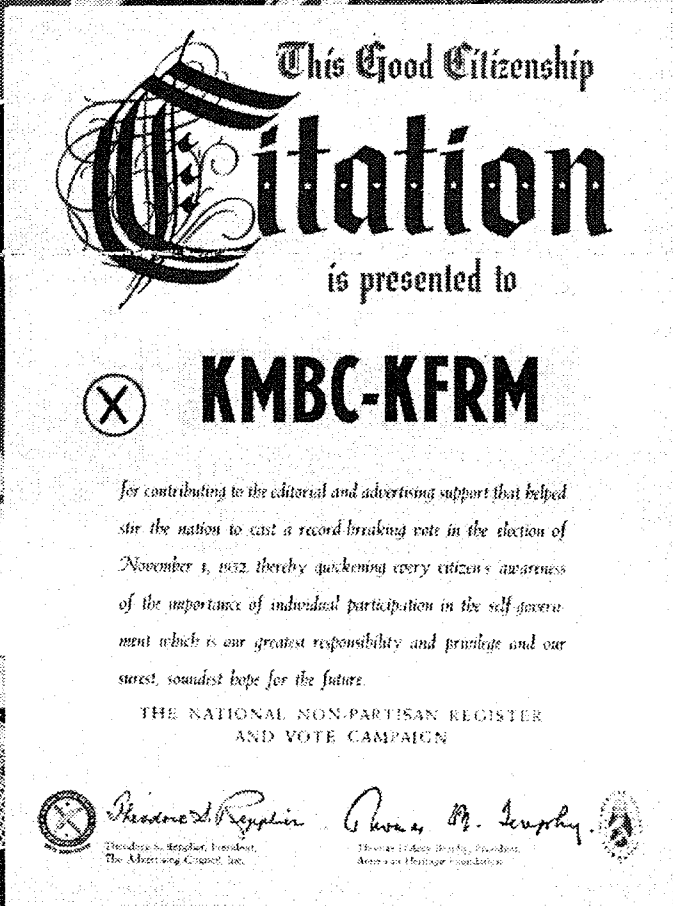
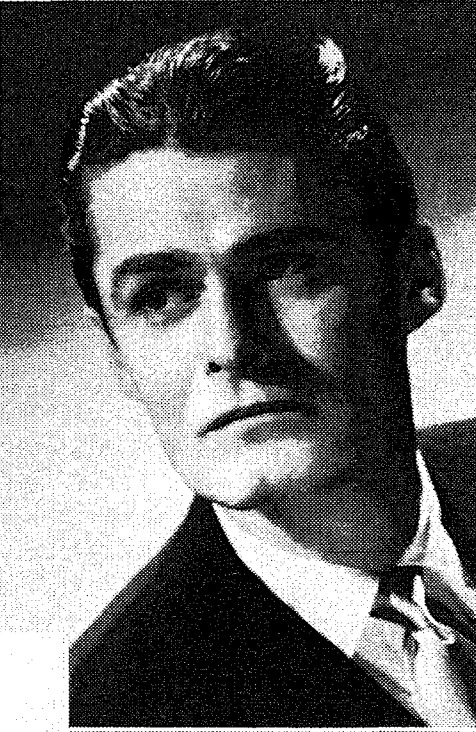
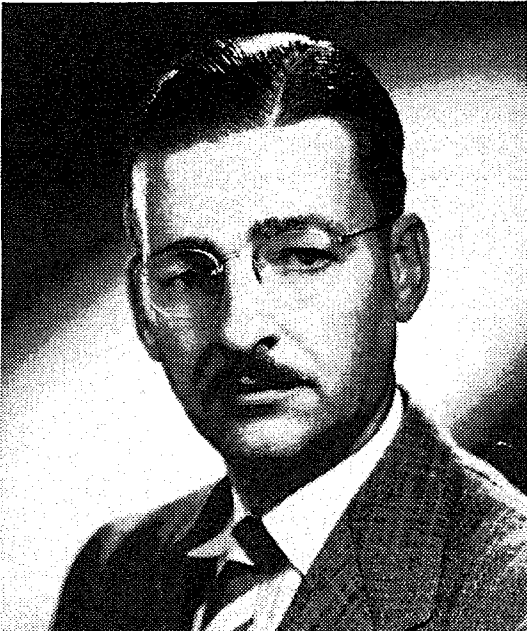
"Let's Pretend," children's dramatic series now in its 23rd year on CBS Radio, was the top children's show of the year in the Radio Daily Poll. It is written, produced and directed by Nila Mack.

Benny, Murrow, and Miss Arden also were among first place winners in the Wisconsin State Journal's annual Radio Poll.

The paper's 77,779 readers voted Benny the most popular radio comedian and Miss Arden their favorite actress. Murrow took top honors as news commentator. Another KMBC favorite, Bing Crosby, topped the popular vo-

(Continued on page 3)

HONORED FOR ACHIEVEMENTS



Among the many KMBC-KFRM radio personalities to receive awards in recognition of their contributions to good listening were: (top row, left to right) Edward R. Murrow, Commentator of the Year; Bill Griffith, winner of Sigma Delta Chi's top honors for Radio News-writing; John Larkin, who as detective "Perry Mason" was honored for his fearless spotlighting of organized crime; and (center row, left) Eve Arden, star of "Our Miss Brooks," Woman of the Year in Radio. The Good Citizenship Award was received by the KMBC-KFRM Team for its intensive get-out-the-vote campaign. "The People Act" series, narrated by Robert Trout (center right), was voted the best documentary of the year. Jack Benny (lower left) walked off with top comedy honors and Arthur Godfrey was named Man of the Year in Radio. Doris Day (lower right) was one of the Team stars who also placed high in filmland polls, finishing among the top ten box-office favorites.

KMBC FAR OUT FRONT ACCORDING TO NEW SURVEY

KMBC is literally making a clean sweep in popularity with the Kansas City radio audience. These are the facts revealed in the release on January 12 of the results of Kansas City's first survey by Pulse, Inc.

According to the new Pulse, nine of the top eleven nighttime programs are on KMBC. The programs that head the popularity list in the evening lineup are: Jack Benny; Lux Radio Theatre; Amos 'n' Andy; Bergen and McCarthy; Gangbusters; Bob Hawk; People Are Funny; Godfrey's Talent Scouts and My Friend Irma.

9 Out of 10 Daytime

Similarly, nine out of the ten top daytime programs are on KMBC. These leaders in the popularity parade are: Romance of Helen Trent; Our Gal Sunday; Noon News and Feed Lot Chat; Aunt Jenny; Wendy Warren; Arthur Godfrey; Dinner Bell Roundup; Lowell Thomas and The Second Mrs. Burton. It was noted with great interest that two of these top ten were local KMBC shows.

44 Firsts

Comparison throughout the new survey, which was made November 5-11 and December 1-7, 1952, disclosed the same listener preference for KMBC. Ranked with other Kansas City radio stations, KMBC had 44 firsts, 26 seconds and 2 thirds, including 4 ties for firsts. The other four local radio outlets had an aggregate among them of only 27 firsts.

Distribution of Listening

In the distribution among Kansas City radio stations of listening homes, KMBC leads morning, afternoon and evening, Monday through Friday, by a wide margin.

Mornings, 6:00 a.m. - noon, KMBC, 28%; Station B, 19%; Station C, 17%; Station D, 13%; Station E, 13%; misc., 9%.

Afternoons, noon - 6:00 p.m., KMBC, 26%; Station B, 20%; Station C, 16%; Station D, 15%; Station E, 13%; and misc., 10%.

Evenings, 6:00 p.m. - midnight, KMBC, 30%; Station B, 23%; Station C, 16%; Station D, 15%; Station E, 12%; and misc. 5%.

KMBC officials have announced that the complete story of KMBC's standing in the new Pulse of Kansas City is in the hands of the station's sales staff and those of Free & Peters, KMBC's national representative.

DEALER MEETINGS

Arrangements have been completed for the staging of two more huge dealer meetings in the KMBC Building within the next few weeks. The first will be the Westinghouse Corp. with a big show for their dealers in TV-Playhouse on January 28. On February 4 and 5, Servel will hold a similar event.

RADIO 1953

Radio, 106 million sets, is in the kitchens, bedrooms, living rooms and on the lawns. It is in 27 million automobiles.

Radio is comedy, drama, music, sports, news, public affairs, talks, discussions, science and literature. Radio is a metronome which marks the rhythm of American life. Yes radio's here to stay!

MILES & MILES

Irving Gitlin, who produced and wrote "Inauguration Day—1953," on KMBC-CBS-KFRM Radio, Jan. 20, estimates that he edited 115,200 feet of tape in preparing the broadcast. KMBC-KFRM's Jim Burke made a portion of these 27 miles of tape. Burke's material didn't fall to the scissors—it was used on the big show.

KMBC KFRM

HEARTBEATS

from the Heart of America

Vol. 10, No. 1

KANSAS CITY'S RADIO MERCHANDISER

January, 1953

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.

The KMBC-KFRM Team

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager

George J. Higgins, Vice President and Managing Director

G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department

Harold Storm, Director of Promotion, Editor

Charles E. Larkins, Associate Editor

Nationally Represented By

FREE & PETERS, INC.

CHICAGO (1)

230 N. Michigan

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Woodward 1-4255

HOLLYWOOD (28)

6331 Hollywood Blvd.

Hollywood 9-2151

ATLANTA (3)

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Main 5667

NEW YORK (22)

444 Madison Ave.

Plaza 9-6022

SAN FRANCISCO (4)

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FORT WORTH

406 W. 7th Street

Fort Worth 36-3349

BOB RILEY; HAL GLEN AUGSPURGER
HARVEY GET NEW
SPONSORS

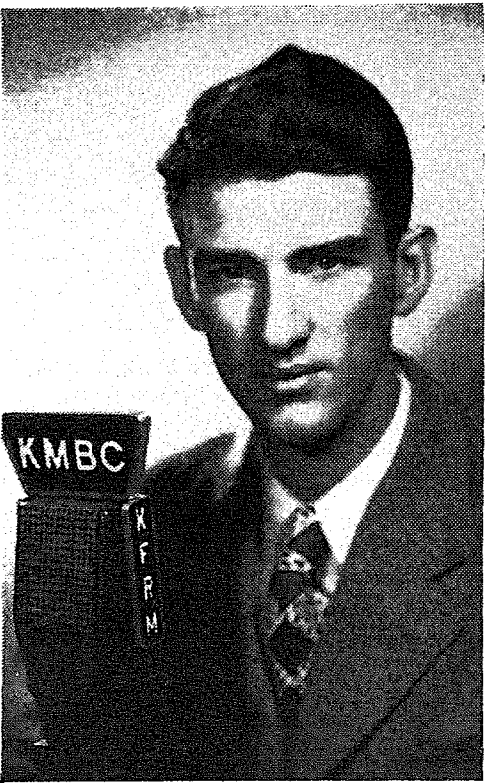
JOINS KMBC-KFRM
SALES STAFF

Three more valuable KMBC-KFRM programs have been removed from the availabilities by recent sponsorships. Bob Riley's 6:30 am Markets has been taken over five days a week by the



BOB RILEY . . .

Farm Bureau Insurance divisions of Missouri and Kansas. Riley's 12:30 pm Markets is now under the sponsorship of Thurston Chemical for its famous product Bem Brand Fertilizer, on Mondays Wednesdays and Fridays.



HAL HARVEY . . .

The third Team program is the popular 4:45 pm News with Hal Harvey. Nob Hill coffee has taken over Harvey and this time segment on a Monday through Friday basis.

All three of the locally originated programs have been extremely popular with the listeners in the KMBC-KFRM area. Bob Riley makes all of his broadcasts direct from The Team studio at the Kansas City Stockyards. Hal Harvey, like all KMBC-KFRM newsmen writes and broadcasts his own news program.

Glen Elroy Augspurger is the new local sales representative of the KMBC-KFRM Team. The announcement was made today by George J. Higgins, Vice President and Managing Director of The Team.

Mr. Augspurger has been a resident of Kansas City since the completion of his military service in 1946. He was a captain in the US Air Force. He has been in radio ever since he came to Kansas City having been an announcer at another radio station here for four years and a member of the sales staff of the same



MR. AUGSPURGER . . .

station for two years. Augspurger is 32 years of age and was born and reared in an agricultural community in Iowa. He is six foot six inches tall with particular interests in golf, duck hunting and gardening.

Glen is married to a Kansas City girl. They have three children, two sons and a daughter.

GALEN DRAKE WINS
IN HOBBY CONTEST

Galen Drake, CBS Radio's philosopher-humorist, and Frederick Zimmerman, double bass player of the New York Philharmonic Symphony, have won the top awards at the First Annual Hobby Fair of the Hobby Council of America. Zimmerman's modernistic painting, "Snow Man," was voted first prize by judges.

A special award for the most unusual collection in the entire display was voted to Galen Drake for his exhibit of rare books, some of which date back to the early 16th century. Others in the collection are some of the first editions printed in America.

IT
HAPPENED
IN THE HEART OF AMERICA

KANSAS "COWBELLES"



Recent visitors to KMBC-KFRM's Rhymaline Matinee were the Kansas Cowbelles, members of the newly organized auxiliary of the American National Cattlemen's Association. The trio is composed of, left to right, Mrs. Walter Broadie, Mrs. Paul Randall, and Mrs. Lowell Randall. Accompanist is Mrs. Robert Randall. All are from Ashland, Kansas.

WIZIARDE AND PRIZES



Groceries by the bagful were given to persons who took part in audience-participation events at KMBC-KFRM's Brush Creek Follies "Frank Wizarde Night" recently. Wizarde, well known to Follies fans as Elmer, the clown, is shown with some of the gift items.

NEWSMAN MEETS SPONSOR



Mr. Kaperl of Standard Wholesale Liquor Co., of Kansas City is seen above describing some of the various fine recipes which include Mogan David Wine as an ingredient to KMBC Newscaster Jack Benton. Mogan David Wine sponsors Jack Benton's 10:30 p.m. News on KMBC, Monday through Friday.

YOUNG BRUSH CREEK FOLLIES FANS
"SOLID" FOR ELMER AND HERBIE

The Brush Creek Follies has its fans as far away as Krailling, Germany. Two avid young fans of Elmer and Herbie, Richard and Roger Gilchrist moved from Kansas City recently to Germany where their father is stationed. The young men found that what they missed most in the move was

their friends Elmer and Herbie and they so state in a letter to the Brush Creek Follies gang.

The young men listen to all of the hillbilly shows on the Armed Forces Radio in hopes of hearing Herbie and Elmer and favor their schoolmates with imitations of the two comics.

VAUGHN MONROE TO
BROADCAST FROM
K. C. U.

When Vaughn Monroe, famous singing bandleader, and his entire Caravan visit Kansas City to salute the University of Kansas City, he will present lovely Roberta Lee, featured vocalist and one of the new additions to the Monroe group.

The Camel Caravan program presenting Monroe, the Moon



ROBERTA LEE . . .

Maids and Moon Men, the orchestra, and vocalist Roberta Lee will originate from the University Playhouse at 3:00 P.M., on Tuesday, Jan. 27, and will be heard over KMBC, on Saturday, Jan. 31 at 6:30 P.M. over the coast-to-coast CBS radio network.

In his salute to The University of Kansas City, Vaughn and the Caravan choir will sing "The Alma Mater."

The Vaughn Monroe show is sponsored by the R. J. Reynolds Company for Camel Cigarettes.

CRITIC'S AWARD TO
PHILHARMONIC

The New York Music Critics' Circle has voted special citation to Dimitri Mitropoulos and the New York Philharmonic-Symphony for the concert presentation of Darius Milhaud's opera "Christophe Colomb," which had its broadcast premiere Nov. 9, 1952. The Philharmonic-Symphony is a regular 1:30 Sunday afternoon feature on KMBC, sponsored by Willys-Overland Motors.

FINAL CURTAIN FOR
RADIO'S NILA MACK

The final curtain is down on the life of one of radio's greatest show-women, Nila Mack. The writer-producer-director of the CBS "Let's Pretend" series, Miss Mack was a native of Arkansas City, Kansas. During the twenty-three years she handled the "Let's Pretend" program, it won dozens of awards for professional excellence and ethical soundness. It was recently chosen by the radio editors of the nation as the best children's show of 1952. Miss Mack passed away Jan. 20 in New York.

ONE WORLD AWARD
TO ERIC SEVAREID



MR. SEVAREID

Eric Sevaireid, Chief CBS Radio Washington Correspondent, has been selected to receive the One World Award for promoting international understanding in the field of radio, it has been announced by the One World Award Committee.

PROSPECTS TOPS FOR RADIO IN 1953

INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



Beautiful Marie Wilson set the pace for a successful March of Dimes campaign against infantile paralysis on her KMBC show, "My Friend Irma," when she offered her services as secretary for a day to the highest contributor to the anti-polio fund. She made the offer as Irma, the addeplated blonde secretary she plays on the air, but it will be Marie Wilson in person who graces the office of the person who digs up enough dimes to win her services. The winning contributor will be announced at the close of the March of Dimes campaign.



Gorgeous Judy Jorell of the "Jack Benny Program" and "Stars Over Hollywood" wins CBS Radio's January Girl-of-the-Month nomination for her determination to convince the weatherman that temperatures will rise.



Glamorous Arlene Anderson's most exciting Christmas gift was her debut as a radio actress. She joined the CBS Radio family on Christmas Eve in a dramatic role on the "FBI in Peace and War" adventure series. Sponsored by Liggett and Myers, the show is heard over KMBC at 7 p.m. each Thursday evening.

1952 HAS PICTORIAL HIGHLIGHTS TOO



1952 had its pictorial highlights too. Upper left, as a part of KMBC's big register and vote campaign, Kansas City taxi cabs carried the slogan thousands of miles. Top center, KMBC-KFRM staff made its annual appearance at the American Royal—and as usual "wow-ed" the crowd. Upper right, Sam Molen and his football crew did big seven football game of the week for the ninth straight year. In the second panel, Jim Leathers interviewed hundreds of interesting persons including the nation's number one FFA member. Hillbilly sweetheart of the Heart of America, Kim Weston joined the staff of The Team as did popular women's commentator Bea Johnson seen in the second picture from the right with her two young daughters. Chief Big Brother Tim West made all kinds of interesting broadcasts. In the right center picture Tim is seen visiting the Shrine Circus. The engineer is Freddy (the Red) Preisler. The lower series shows a group of young Yam farmers from Louisiana as they were interviewed by Phil Evans. Next is the KMBC-KFRM men's glee club as it appeared at the staff Christmas party. President Arthur B. Church is third from the right. Lower right, Frank Wiziard baked a cake in public to demonstrate a sponsors product.

"Stork News"

There has been an addition to the household of one of the KMBC - KFRM "Happy Home" staff members. Loretta, wife of David Andrews, the program's announcer, gave birth to the couple's third son, Richard Joseph, on Dec. 15. Showing the good sense of timing which might be expected of a showman's son, the 7 pound, 11 ounce boy delayed his arrival until Papa Andrews had completed his Rhymaline Time and Happy Home programs for the day.

A new "note" has been added to the household of John C. Gilbert and his wife Arlene. The newcomer, Lawrence Allison Gilbert arrived January 9, 1953, at 6:00 p.m. He weighed in at 3 lbs., 7 oz. The elder Mr. Gilbert is Director of the KMBC-KFRM Music Department.

Joe H. Knoche and his wife Bethel are the proud parents of a son born also on January 9. The young man is named Joseph Keith Knoche. He arrived at 7:45 p.m. and weighed 8 pounds. Joe (the Dad) is a KMBC-KFRM recording technician. Mrs. Knoche is a former member of the KMBC-KFRM staff.

A daughter, Linda, was born to Freeman Gosden, the Amos of "Amos 'n' Andy," and his wife, Mrs. Jane Gosden, on Jan. 10 in Hollywood. Linda joins a family of three other Gosden children, two boys and a daughter. The Amos 'n' Andy show is sponsored at 6:30 each Sunday evening on KMBC by Rexall Drug Co.

HORACE HEIDT, FOR LUCKY STRIKE, DOES POLIO BENEFIT FOR K.C.



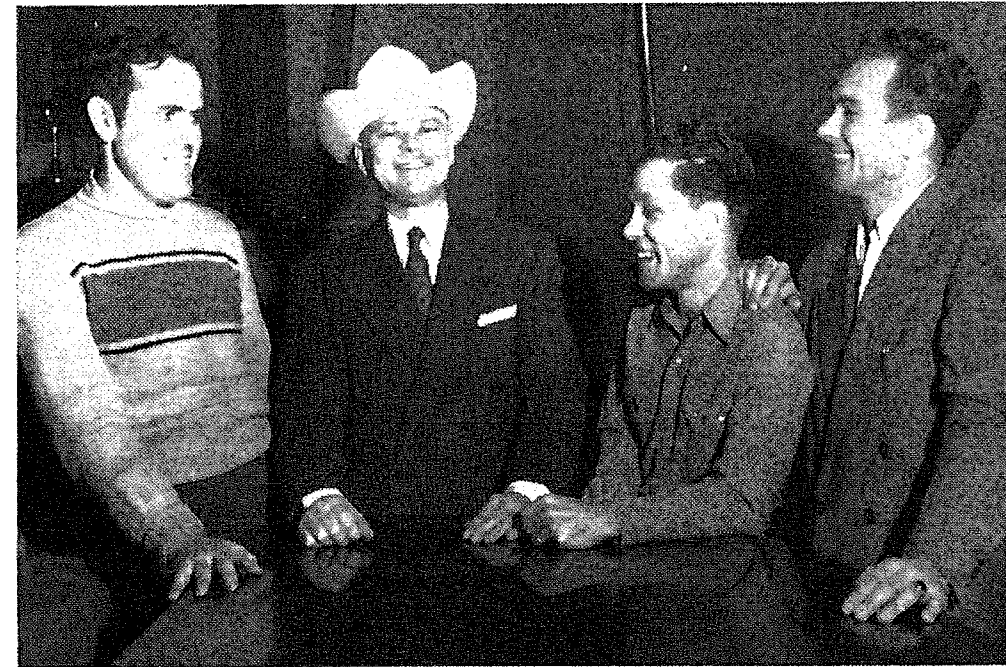
HORACE HEIDT . . .

Bandleader Horace Heidt returned to the airways recently with a new show, "The American Way." Heidt, who is famous for discovering talented youths and starting them to stardom, will audition young hopefuls and feature them on his traveling show.

Dozens of performers turned out for auditions held Jan. 6 in KMBC's TV-Playhouse. Winners appeared with the Heidt group in the Kansas City Municipal Auditorium Jan. 21 during a benefit performance for the local Polio chapter.

"The American Way" is sponsored by the American Tobacco Co. for Lucky Strike Cigarettes at 8:30 each Friday evening on KMBC.

NEW STARS FOR KMBC-KFRM



The above photo should have one of two titles; "How to Wear a Ten Gallon Hat" or "How Not to Wear One." Three new stars of the Brush Creek Follies are trying to decide which it should be. They are, left, Bud Hunt; second from the right, Bobby Lee; and extreme right, Alan Vaughn. They are all regular staff members. The man in the hat is Rod Cupp, KMBC-KFRM Program Director.

KFRM FILES WITH FCC FOR 540 FREQUENCY

Never before has radio been bigger, more ubiquitous, more effective than today. And the KMBC-KFRM Team has set a new goal for growth in 1953.

KFRM will double its power and operate nighttime as well as



MR. CHURCH

daytime if an application filed with the FCC is granted. Arthur B. Church, President of KMBC-KFRM, announced that a recent FCC action adding 540 kilocycles to the broadcast band made the application possible. Mr. Church has worked for many years to utilize the valuable 540 frequency to provide wider radio coverage over the vast Heart of America trade area.

With KFRM operating on 540 kilocycles with 10,000 watts power, the Team will rank with the nation's most powerful stations in both day and night coverage, Mr. Church pointed out. He expressed hope that the FCC would act quickly on the application so that the more powerful transmitter could be readied. Most of the equipment for doubling KFRM's power is on hand, but some weeks will be required after the grant to erect one additional tower and tune the antenna to the new frequency.

If the KFRM application is granted, one of Mr. Church's ambitions will be realized in extending to a much greater audience the fine informational and entertainment service provided by the KMBC-KFRM Team.

Industry Is Strong

Significant indications of the radio industry's soundness and vigor were to be seen in the following facts:

The CBS radio network started 1953 with 10 more affiliates than it had a year earlier.

The number of network sponsors had increased about ten per cent. Major advertisers were reaffirming their faith in the medium by renewing and increasing sponsorship.

Researchers found that almost every home in the United States has at least one radio. In all, about 106,000,000 sets are in use in this country. Statistics again showed that the CBS network and its affiliates carried the most-listened-to programs.

AWARDS

(Continued from page 1)

alist category.

Crosby and Doris Day, both stars of their own CBS radio shows, were named among the ten most popular performers in the Motion Picture Herald's annual poll of box office favorites.

Elliott Lewis, the man behind the thrills on "Suspense," has been voted radio's producer-director of the year by TV-Radio Life Magazine. The publication's 10th annual Distinguished Achievement Award was presented to Lewis January 19.

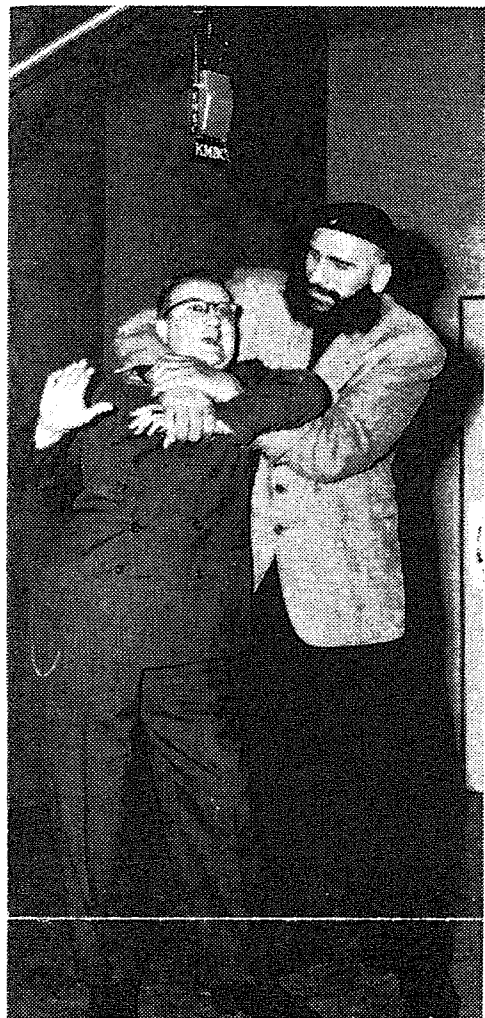
The contribution of the "Perry Mason" show in the spotlighting of crime and rackets has qualified it for an award from the Majestic Radio and Television Corp.

BIG CONTESTS HIT AIRWAYS

MOLEN LOOKS BACK ON BIG YEAR

Professional and amateur sports claimed a greater share of the nation's radio listening time in 1952 than ever before. In line with this trend, the KMBC-KFRM Team gave increased coverage—and will continue this policy in 1953. CBS network broadcasts and local programs, including many play-by-play reports, will assure listeners of a well rounded sports diet.

Sam Molen, assisted by Jim Burke, brought the thrills of Big Seven football into thousands of homes each week throughout a ten-game season. A special "Football Time" broadcast in conjunction with each game featured



KMBC-KFRM Sportscaster, Sam Molen, in his ninth year at KMBC, is in a tight spot. The opponent over whom Molen is winning so easily is the wrestler Goliath—the same Goliath that appeared in the film "David and Goliath."

telephone interviews with leading coaches. Red Sanders, U.C.-L.A.; Bobby Dodd, Georgia Tech; and Jim Tatum, Maryland, were among the experts interviewed by Molen.

An established tradition for CBS listeners is the Orange Bowl Game on New Year's Day. Since its inception, this football classic has been a CBS exclusive.

In 1952 another bowl was added, the Senior Bowl. Its players are recruited from the best college seniors in the country. It's the last big game of the collegiate season.

Horse racing's biggest classic, the Kentucky Derby, tops the turf broadcasts on the KMBC-KFRM Team. In addition to the Derby, CBS covers the Preakness.

Basketball is regularly given complete coverage by Molen and Burke in their play-by-play descriptions of such events as the NAIA and NCAA meets. In 1953, both these organizations will hold their finals in Kansas City. KMBC-KFRM will be on hand to bring a word picture to thousands of sports fans in the area.

In addition to regular sports events, the Team reports on one-shot contests such as the pre-Olympic boxing and basketball trials, held in Kansas City last year.

KMBC-KFRM maintains a regular schedule of sports summaries throughout the broadcast week. Sam Molen's Morning Sports Page brings listeners the only a.m. summary offered by any area station. His Memory Lane of Sports on Sunday afternoon is a favorite of both young and old fans.

STORK IN TIME TO WIN TONI PRIZES FOR KANSAS TWINS

Two lucky ladies in the KMBC-KFRM area started life with \$500.00 worth of prizes—thanks to the Twin Baby Derby conducted by the "This is Nora Drake" program. The twin daughters of Mr. and Mrs. Wayne Sutton of Stockton, Kansas, were the first feminine look-alikes to be born in the United States during 1953.

The timely arrivals will receive gifts including books, clothing, furniture, prams, and even a year's supply of baby food.

This the fifth year that Toni Home Permanent, one of the sponsors of the Nora Drake series, has backed the baby derby, "This is Nora Drake" is heard on the KMBC-KFRM team each weekday afternoon at 4:30.

NEW USE FOR CBS FILM

"More Than Meets the Eye," CBS Radio Network film on the power of sound, prepared primarily to interest advertisers, is now being used regularly by the Veterans Administration in its rehabilitation program for deafened GI's.

This unexpected by-product application of the film follows a request made by Dr. Moe Bergman, Chief Audiologist of the V. A. Office in New York.

LOUELLA HOSTESS AT INAUGURATION

Louella O. Parsons, noted Hollywood commentator and star of KMBC's "Louella Parsons Show," was chosen to serve as one of the hostesses at the inauguration of President-elect Dwight D. Eisenhower in Washington, D. C. on January 20.

She was invited to serve on the hostess committee for visiting entertainment stars by Mrs. J. Hunter Drum of Washington.

Her 9 p.m. Tuesday evening show is sponsored on KMBC by Colgate-Palmolive-Peet's Lustere Creme Shampoo.

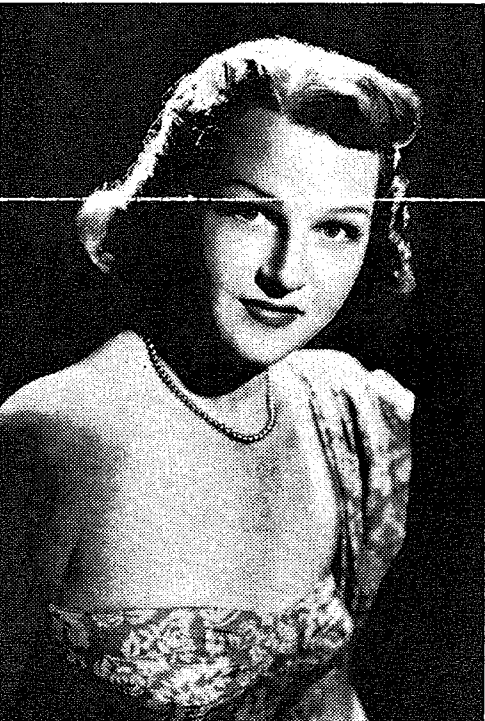
P & G OFFERS BIG TAKE



Virginia Kaye, celebrated radio star of "Rosemary," heard Monday through Friday at 10:45 a.m. over KMBC-KFRM, is shown above looking over her neighborhood grocer's display in connection with the gigantic \$100,000 contest sponsored January 19 - February 16 by the Ivory Snow and Camay brands of Procter & Gamble.

Procter & Gamble offers a daily first prize of a complete Crosley all-electric kitchen plus \$500 installation allowance. A grand prize of \$5,000 will be awarded for the best of the 20 daily winners. Three daily second prize winners will receive Crosley Shelveador Freezers while 25 daily third prize winners will be awarded console-toned Crosley Coloradinos.

JO STAFFORD LAUNCHES NEW 5-A-WEEK PROGRAM ON KMBC



JO STAFFORD . . .

Jo Stafford, one of America's most-listened-to feminine singers on the air, on records and in person, launched her new and scintillating five-a-week "Jo Stafford Show" on KMBC Monday, Jan. 19, with the Page Cavanaugh musical trio in a featured position.

Miss Stafford, whose biggest record hit last year was the off-heard "Shrimp Boats," takes on this new microphone assignment following a long and flourishing career as one of radio's most popular vocal stars. Her precise song styling has led to her identification as "a musician's singer."

The program is heard at 6:30 each week night.

CBS ON THE SPOT FOR TOP NEW EVENTS

Now that all of the various lists of the ten top news stories of 1952 are out it is interesting to note that KMBC-KFRM-CBS gave every one on-the-scene coverage. The CBS Radio selections in chronological order are:

Jan. 10: The sinking of the freighter Flying Enterprise off Falmouth, and the rescue of Capt. Kurt Carlsen.

Feb. 6: News of the death of King George VI of England.

Feb. 11: Air tragedy at Elizabeth, N. J., causing heavy casualties to passengers and city residents.

March 11: New Hampshire primaries in which the strength of Eisenhower and Kefauver first became definitely apparent.

April 13-18: Missouri floods causing unprecedented property loss and heavy loss of life.

April 22: First eyewitness report on atomic tests at Yucca Flats, Nevada.

June 4: General Eisenhower's homecoming to Abilene, Kans.

July 5-26: Presidential conventions in Chicago.

Nov. 4: Presidential election.

Dec. 1-10: Eisenhower trip to Korea.

One of the CBS "exclusives" was an interview with Capt. Carlsen as he stepped ashore.

LISTENERS TO TEAM GET CHANCES FOR BIG PRIZES

Well over \$100,000.00 in prizes are at stake in contests open to radio listeners in the KMBC-KFRM area.

Procter and Gamble's Ivory Snow and Camay, sponsors of "Rosemary," have announced a competition in the "twenty-five additional words or less" format for the period Jan. 19 through February 16.

A \$500.00 installation allowance accompanies each day's first prize—a complete Crosley electric kitchen. The grand prize of \$5000.00 will be awarded to the best of the 20 daily winners.

Dealers cooperating in this promotion will also be able to offer prizes. If a dealer's customer is a first prize winner he is authorized to add \$200 worth of groceries and a year's supply of Ivory Snow and Camay to the winner's other prizes. Procter & Gamble will reimburse the dealer for the retail price of the merchandise.

Script Contest

The Twelfth Annual "Dr. Christian" Script Competition, paying \$250 to \$2,000 for scripts to be dramatized on KMBC's "Dr. Christian" series starring Jean Hersholt, opened Jan. 7. The contest, which has awarded more than \$153,000 for plays from both amateur and professional writers, will close March 4.

First prize is \$2,000, with three \$500 prizes for the next best scripts. All other plays selected for dramatization on the "Dr. Christian" program will win \$250 to \$350.

For a folder of rules and procedures in submitting scripts, contestants should write to Dr. Christian Award, 17 State Street, New York 4, N. Y.

Judges for the script competition are to be selected from among literary and theatrical personalities. The Dr. Christian dramas are featured at 7:30 p.m. each Wednesday on KMBC, under the sponsorship of Cheseborough Mfg. Co.

Coronation Trip

The KMBC-KFRM daytime program famous for fun, music, and prizes, "Grand Slam," has cooked up the grandest prize of all in its six-year history—a glamorous six-day trip to England for the coronation of Queen Elizabeth.

Two winners, accompanied by a member of their families, will have the royal treat of tea with British nobility, dinner at a famous London club and sight-seeing galore.

Over the six year history of "Grand Slam," thousands of gifts have been awarded. The program is heard on the KMBC-KFRM team at 2:45 each weekday afternoon, for Wonder Bread and Hostess Cakes.



MOST BEAUTIFUL TEACHER



Nell Owen, of Dallas, Texas, dramatics and voice teacher, has been selected America's prettiest teacher over more than 6500 entries from all 48 states in the "Our Miss Brooks" Most Beautiful Teacher contest.

Contest rules required pupils to submit photographs of teachers they thought could match the best that Hollywood had to offer. Nell won an all-expenses paid one-week trip to Hollywood during the Christmas vacation. Here Nell is shown with her class in dramatics at the James B. Bonham School. The program is heard on KMBC every Friday at 7:00 p.m. for Colgate-Palmolive Peet Co.

HEART OF AMERICA HAS COMPLETE INAUGURAL COVERAGE VIA "TEAM"

New, worldwide dimension was given the KMBC-KFRM coverage of the inaugural of Dwight D. Eisenhower as President Tuesday, Jan. 20.

The coverage included the

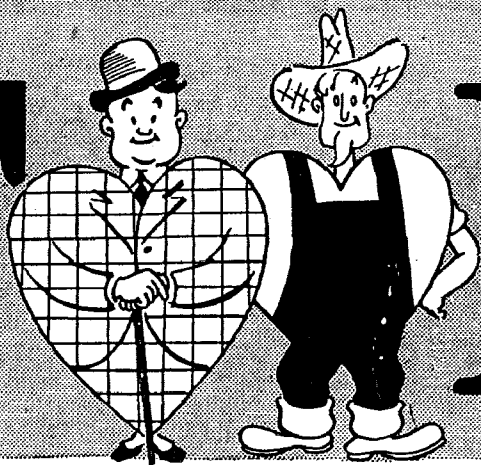
parade, oathtaking ceremonies, and the Inaugural Ball and an hour-long roundup broadcast. The major portion of the inaugural coverage was sponsored by the Packard Motor Co.

The KMBC-KFRM Team
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11th and Central
Kansas City 5, Mo.

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KMBC KFRM

HEART BEATS



from the Heart of America

Vol. 10, No. 2

KANSAS CITY'S RADIO MERCHANDISER

February-March, 1953

KMBC-KFRM BOASTS NEW STARS

CBS Official Cites Radio As Greatest Sales Force

Radio has a documented record of unbounded ability to move merchandise, John Karol, Vice President in Charge of Sales, CBS Radio Network, told the Media Buyers Association recently in New York.

"Radio is performing that same service now, just as it has in the past," Mr. Karol declared, adding that "there is every indication that it is performing it better than a superficial scanning of our inadequate research data indicates."

100 Million Sets

Underscoring the continuing vitality of radio, Mr. Karol pointed out that since the end of World War II, more than 100 million radio sets have been produced.

"This means that radio has virtually completely renewed itself since the end of the war."

Users Mature

Mr. Karol pointed out that for a number of years radio advertising was often an emotional buy with little attention to cost and coverage and size of audience but with a great deal of attention paid to size of orchestra, stature of star and amount of prestige.

"As radio matured," he continued, "and as its users matured in their use of the medium, the purchase of radio was based less on emotion and more on the relationship between audiences and cost."

Radio Introduces New Product

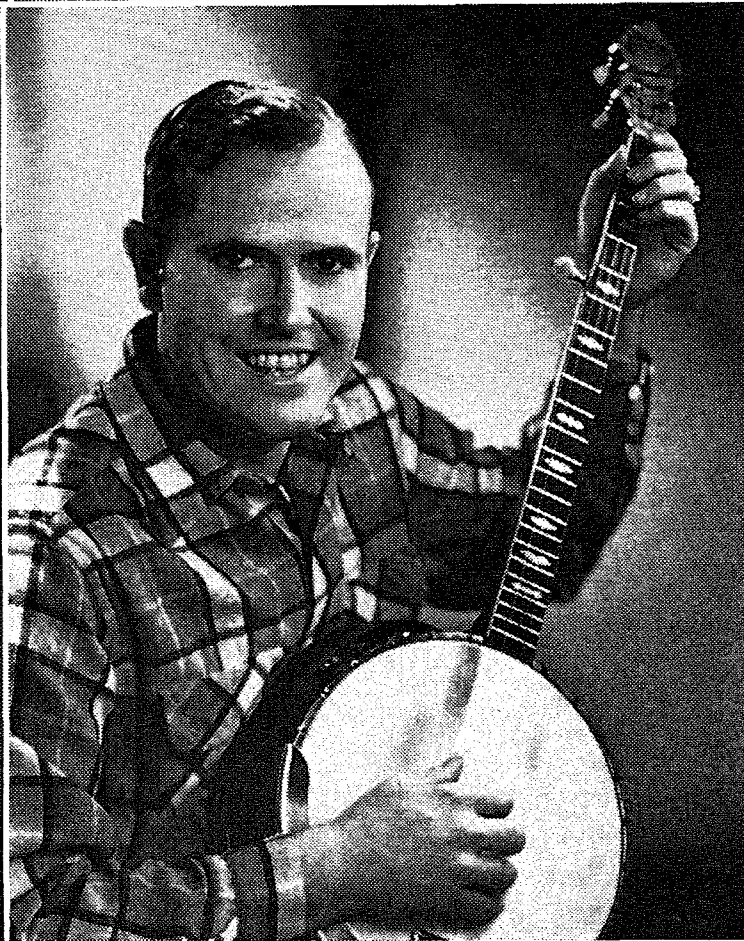
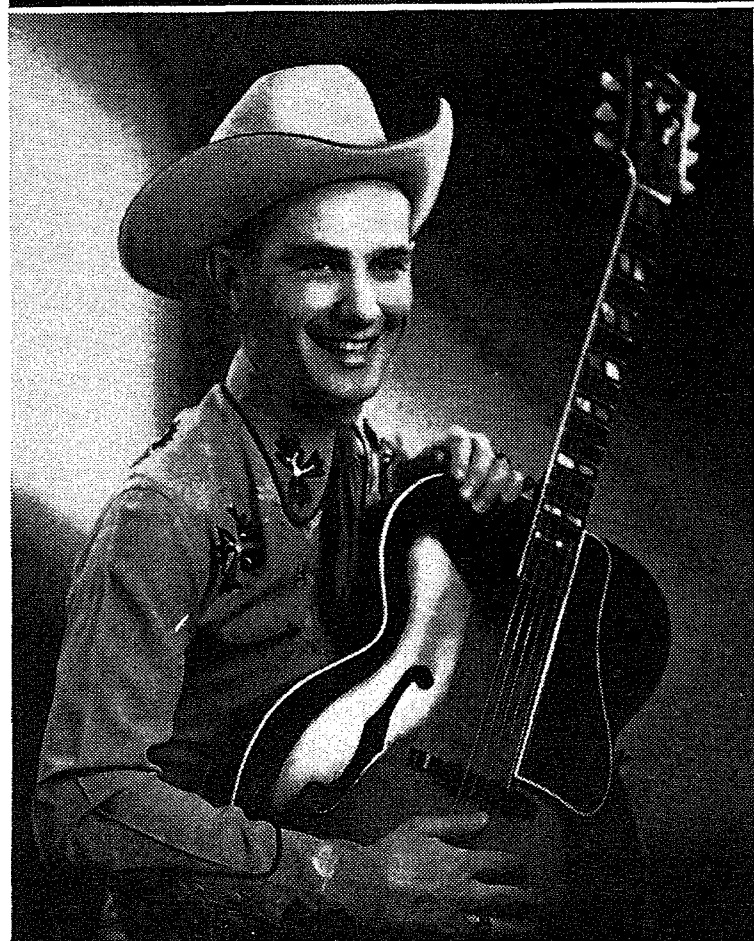
A heavy schedule of radio advertising is credited by the Whitehall Pharmacal Co. with the success of an introductory offer of Kolynos Toothpaste with Chlorophyll. Numerous announcements during "Our Gal Sunday" and "Romance of Helen Trent" broadcasts served to introduce the new product and explain the special offer.

Sportscaster Named To Religious Post

Red Barber, CBS Counselor on Sports, has been named National Radio Chairman for the 1953 observance of National Sunday School Week, April 13-19. The Laymen's National Committee sponsors the campaign.

This will mark the ninth annual observance of National Sunday School Week. It is an all-faiths drive, designed to emphasize the need for religious training and education for the young.

POPULAR ARTISTS JOIN STAFF



Four outstanding young stars have joined the regular staff of The KMBC-KFRM Team. Upper left, Bobby Lee, upper right, Don Kidwell, lower left, Allan Vaughn and lower right Bud Hunt. All four appear every Saturday night on the "Brush Creek Follies" and have been making numerous public appearances throughout the area.

New Talent; More Air Hours For Team

Additions to the talent staff and a longer broadcast day mean greater listening pleasure on the KMBC-KFRM Team. The Team has added four new artists and is beaming top-notch entertainment to a two-state area for an extra twenty-five minutes each Monday-through-Saturday.

The new 5:30 a.m. sign-on was effective Feb. 9. The longer broadcast day is opened by one of the newcomers to the Team, Don Kidwell. Don's fifteen minute solo program of western music is followed by a ten minute session with baritone Bobby Lee, also a new staff member. Allen Vaughn and Bud Hunt are the other new artists on KMBC-KFRM.

Don Kidwell learned to play the guitar while serving in the U. S. Navy during World War II. Later, he won a talent contest in Washington, D. C., and appeared on a national TV hook-up. After gaining notice as a recording artist, he joined WWVA in Wheeling, W. Va., and starred in that city's "Original Jamboree."

Kidwell in Korea

Don spent more than a year entertaining Allied troops in Japan, Korea, and on Pacific island bases. He and his fellow troupers traveled about 300,000 miles—the equivalent of twelve times around the world—in this work.

The baritone voice of Bobby Lee has thrilled audiences from coast to coast. In addition to appearances on Nashville's "Grand Old Opry" show, he has toured the country with such performers as Little Jimmy Dickens and Tim Holt.

His radio debut, at the age of twelve, was on KGGF in Coffeyville, Kansas. For six years he won friends with his presentation of western, popular, and folk tunes. After a two-year military hitch, he toured the country—winding up at KFEL in Denver. For a time he headed his own dance band.

All Popular

Allan Vaughn is well-known to radio and TV audiences throughout the Heart of America. He has recorded a number of folk tunes, including some of his own compositions. Appearances on several radio stations in this area have won him thousands of faithful fans.

Although his career has taken him to all parts of the country, he considers Kansas City his home. His new show with Kim Weston, at 7 a.m. Monday, Wednesday, Friday and Saturday (Continued on Page 2, Col. 2)

SCHEDULE FOR HAWN Lest We Forget

A schedule of spot announcements has been set up by Hawn Bedding Co., 31st and Gillham, Kansas City, Mo. Featuring the firm's slogan, "Yawn time is Hawn time," the spots are heard during Arthur Godfrey's Monday-through-Friday morning show on KMBC.

Griffith On Trip

A special recording of ceremonies during the preview run of a new Kansas City-Chicago Burlington "Zephyr" was broadcast over KMBC recently. Newsman Bill Griffith accompanied officials of the railroad on their trip in the vista-dome coaches.

AIRS FORD TALK

Ceremonies in connection with the first shipment of material from Kansas City's Ford Aircraft Plant were broadcast over the KMBC-KFRM Team, Feb. 18. Special events Director Jim Burke handled the program, which included an address by Henry Ford II.

Subs For Godfrey

Garry Moore and Robert Q. Lewis substituted for Arthur Godfrey during a two-week absence. The jovial redhead was on a world tour of U. S. Strategic air command bases with General Curtis LeMay.



The National Society for
Crippled Children & Adults, Inc.
11 S. LaSalle, St., Chicago 3, Ill.

KMBC KFRM

HEARTBEATS

from the Heart of America

Vol. 10, No. 2 KANSAS CITY'S RADIO MERCHANDISER February-March, 1953

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.

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ADVERTISING

MANAGEMENT

Published by the KMBC-KFRM Promotion Department

Harold Storm, Director of Promotion, Editor

Charles E. Larkins, Associate Editor

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HOLLYWOOD (28)

6331 Hollywood Blvd.

Hollywood 9-2151

ATLANTA (3)

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Main 5667

NEW YORK (22)

444 Madison Ave.

Plaza 9-6022

SAN FRANCISCO (4)

1226 Russ Bldg.

Sutter 1-3798

FORT WORTH

406 W. 7th Street

Fort Worth 36-3349

"My Friend Irma" Earns \$50,000 For

March of Dimes With Two Days Work

The 1953 March of Dimes is nearly \$50,000 richer because CBS star Marie Wilson repeated her annual offer to work as "secretary for a day" in the office of



MARIE WILSON . . . the highest bidder. Each year the blonde star of "My Friend Irma" makes this offer, with the cash going to the anti-polio drive. This year "Irma" added an ex-

tra day to her office schedule to include a bid which arrived too late for the regular "auction." After announcing that the Las Vegas Resort Hotels Committee was the winner of her services with a bid of \$22,500, Miss Wilson received an offer of \$26,000 from the employees of Douglas Aircraft Co., Inc. She accepted both bids and worked one day in each place.

The curvaceous actress received a citation from the National Foundation for Infantile Paralysis for her efforts in the fund drive.

Miss Wilson's offer brought a deluge of bids ranging from ten cents to an out-of-this-world offer of 6,000 United Planet Credits. A polio nurse volunteered her day's salary of \$14.

"My Friend Irma," the blonde, featherbrained secretary, is the title role of the series sponsored at 8:30 each Tuesday evening on KMBC by R. J. Reynolds Tobacco Co.

Jimmy Boyd Guest Of

Bing Crosby

Freckle-faced Jimmy Boyd, singer, guitarist and recording star was a guest on the March 5 "Bing Crosby Show." The youthful tattle-tale picked up a neat bit of pocket money and thous-



JIMMY BOYD . . . ands of fans last Yuletide with his recording of "I Saw Mama Kissing Santa Claus." Crosby's Thursday evening variety half-hour is sponsored on KMBC by General Electric.

Hallmark Changes

Program Format

A change in content and title of "Hallmark Playhouse" has been announced by the program's producers.

Instead of dramas adapted from published novels, the program's writers will turn to history for original dramas dealing with the lives of little known or wholly unsung heroes of the American past.

The program's new name will be "Hall of Fame." The show is heard on KMBC at 8 p.m. each Sunday, under the sponsorship of the Hallmark Greeting Card Co.

NEW STARS

(Continued from Page 1, Col. 5)

on KMBC-KFRM, is proving to be one of the Team's best received quarter hours.

Veteran radio performer Bud Hunt has worked at stations in Topeka, Springfield, Pittsburg and Kansas City. Prior to World War II, he was a KMBC staff member as half of the famed Bud and Spud duo.

Ex-GI Hunt specializes in authentic folk ballads, and is one of the few performers in the world to master the old-fashioned five string banjo. Bud, and the other new staff members, share various assignments on "Corn Crib Carnival" and "Dinner Bell Roundup." All four appear regularly in the Saturday night "Brush Creek Follies."

HERSHOLT GIFT

Jean Hersholt, star of CBS Radio's "Dr. Christian" program, has delivered his entire Hans Christian Andersen collection to the U. S. Library of Congress.

IT

HAPPENED

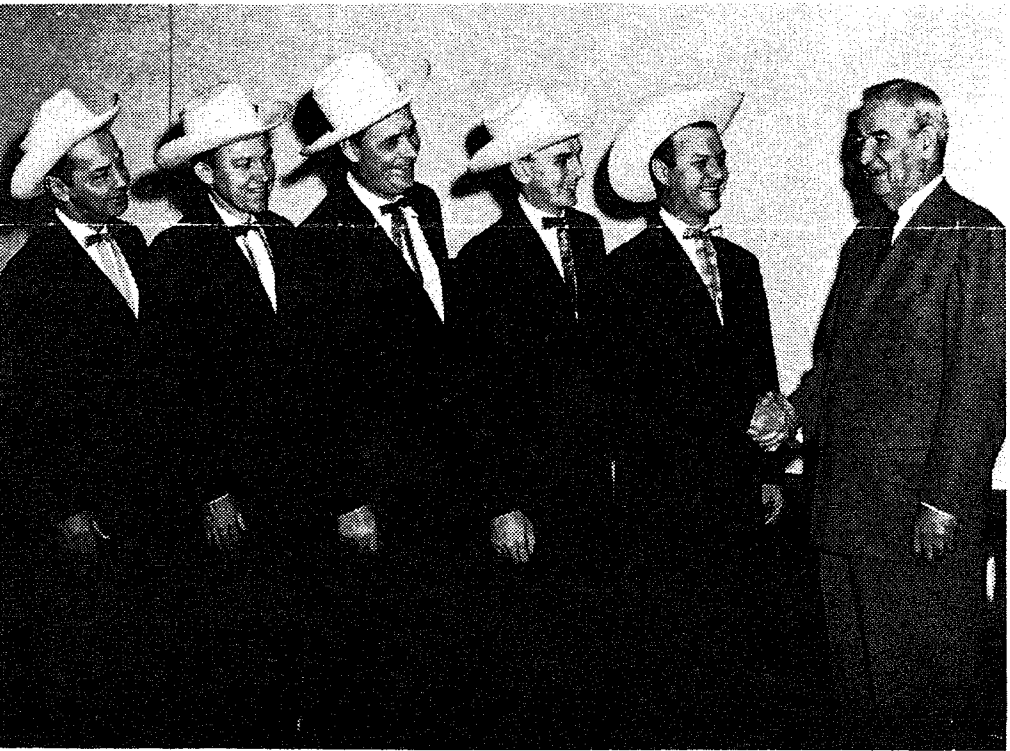
IN THE HEART OF AMERICA

SHOES AT SHOWALTER'S



Bea Johnson, conductress of the KMBC-KFRM "Happy Home," (8:30-9:00 a.m., Monday through Friday) is a sincere advocate of all of her sponsor's merchandise. According to Bea, shopping at Showalter's Shoe Store is an extremely pleasant experience. Pictured above, left to right, are P. M. Clark, who has had 35 years of shoe-fitting experience, Mr. Guy F. Sheets, Manager of Showalter's, and, of course, Bea Johnson. (KMBC Photo)

RANGERS MEET GOVERNOR



During a recent appearance in Missouri's capital city, the Texas Rangers met the state's new chief executive, Gov. Phil Donnelly. The Rangers and other members of the KMBC-KFRM staff were in Jefferson City under the auspices of the Missouri Farm Bureau. From left to right are, "Idaho", "Monty", "Cap'n Ray", "Tuscon", "Arizona" and Governor Donnelly.

MORE HONOR TO MOLEN



For the third successive year, KMBC-KFRM Sportscaster Sam Molen has received recognition from Baird Recreation and the Kansas City Optimist Club for his activities in behalf of the Polio Fund drive. The bowling pin awards have been added to Molen's ever-growing collection of plaques and prizes. (KMBC Photo)

CBS' Allan Jackson

Aids In Disabled

Veteran's Drive



Helping the Disabled American Veterans' drive for contributions from 40 million U. S. motorists, is CBS Radio newsmen Allan Jackson, right. Here he exhibits No. 1 of the special 1953 New York State license plates issued for cars operated by disabled veterans. Standing is DAV's N. Y. State Commander Francis R. Buono.

Jackson recently returned from a month's broadcasting swing around Europe that took him right up to Russia's Iron Curtain.

During his movements from one important center to another, he broadcast over special circuits each day on his Monday-thru-Friday KMBC-KFRM program at 5 p.m. On the "hard news" portion of the program, Charles Collingwood substituted for him. The quarter-hour news summary is sponsored by Metropolitan Life Insurance Co.

Two New Sponsors

For Henry Wheat

Two firms with real interest in the weather have taken over the sponsorship of Henry Wheat's 8:25 a.m. "Weather Forecast."



HENRY WHEAT . . .

The Home Improvement Co. of Kansas City took over the Monday, Wednesday and Friday programs, and Kansas City Custom Garment Co. the Tuesday, Thursday and Saturday portions of the popular KMBC-KFRM program on the theory that Mother Nature's quirks had a direct bearing on their sales. Wheat's five-minutes of accurate reporting and humorous comment on weather conditions continues to draw favorable reactions from listeners and Weather Bureau officials.

Benny Makes Plea For

Netherlands

Jack Benny, comedy star of CBS Radio, spearheaded a nationwide drive to collect funds for flood-stricken Holland. He appealed to Americans to send contributions to the Netherlands-America Foundation, Washington, D. C.

The comedian also visited with President Dwight D. Eisenhower at the White House.

Mr. Benny's 6 p.m. Sunday evening show is sponsored on KMBC by Lucky Strike.

NEW KMBC SERVICE EFFECTIVE

INSIDE COLUMN
ON THIS MONTH'S
Heartbeats



Pert Liz Lynch, one of Horace Heidt's talented cast on CBS Radio's "The American Way," steps out in patriotic fashion. The traveling concert show features, in addition to regular members of the Heidt troupe, young performers selected through auditions. Sponsored by the American Tobacco Co. for Lucky Strike, the program is heard on KMBC each Friday at 8:30 p.m.



Glamorous Zsa Zsa Gabor, who has zoomed into the spotlight as one of the entertainment world's most talked-about figures, did some talking herself when she visited CBS Radio's "Second Mrs. Burton." She revealed her opinions on the age-old problem: Should husbands and wives have secrets? The "Second Mrs. Burton" is sponsored on KMBC at 1 p.m. each weekday afternoon by General Foods for Post cereals and Swansdown Cake Mixes.



Vocalist Rosemary Clooney, a musical favorite on KMBC, starred in a dramatic role set to music in "St. James Infirmary." The original radio drama, adapted from the famous ballad for CBS Radio, was featured on "Suspense." Sponsored by Autolite, "Suspense" is heard at 7 p.m. each Monday.

Facilities Unlimited Swings Into Second Big Year

"Facilities Unlimited," Entertainment Engineers, the newest division of Midland Broadcasting Company has experienced a tremendous surge of activity during the past few months. The unique service instigated a year ago, is the only one of its kind in Kansas City and offers KMBC Building facilities and station personnel for use in "meetings" of any and all kinds. Facilities Unlimited is carrying out a plan whereby any business, firm, organization or promoter can hold any manner of function using as many or as few of KMBC's facilities or staff as they wish or feel necessary to make a successful convention, exposition, sales meeting or stage presentation.

Stepped-up Activity

Because of the ideal set-up in the KMBC building, "Facilities Unlimited" fell heir early this year to the Westinghouse Show and the Serval Show, both "king size" dealer meetings with their own traveling musical comedy units. The agenda of events for April is particularly heavy:

- April 3—Sheffield Shrine Club, Vaudeville Show8:30 p.m.
- April 4—Brush Creek Follies, 8:00 p.m.
- April 9—Augustana Choir, 8:30 p.m.
- April 11—Ballet adaptation of "A Street Car Named Desire."
- April 12—Grand Ole Opry, (Jimmie Dickens)
- April 15—Guy Lombardo Show, 8:20 p.m.
- April 18—Brush Creek Follies, 8:00 p.m.
- April 19—Catholic Youth Organization, Variety Show, 3:00 and 8:00 p.m.
- April 24—Ft. Madison, Iowa, School Children Sponsored Tour2:30 p.m.
- April 25—Brush Creek Follies, 8:00 p.m.
- April 28, 29 and 30—Electric Association of Kansas City

Contact men for Facilities Unlimited are James McConnell and George Halley. Costs of the service depends entirely upon the facilities and personnel needed to carry out each particular project.

Linkletter Launches Letter Writing Tilt

The 1953 "People Are Funny" letter writing contest was launched Tuesday, February 10, over KMBC and the CBS Radio Network. Each week, the listener writing the best letter on the topic, "The Funniest Thing That Ever Happened to Me," received \$1,000. There were also 10 additional awards of \$100 each.

Each entry, restricted to 50 words or less, had to be accompanied by two wrappers from Milky Way or Forever Yours candy bars. Entries had to be postmarked not later than Midnight on Saturday to be accepted for that week's judging. The final week's contest closed midnight, Saturday, March 21.

"People Are Funny" is heard at 7 p.m. each Tuesday on KMBC.

KMBC BUILDING BUSY PLACE



KMBC building has been a bee hive of activity since the inception of "Facilities Unlimited." Above, top panel, left to right, are stars of the Serval Show, a dressing room scene from the same show and Kim Weston getting ready for one of the Minneapolis Moline Shows. Second panel, shot of a scene from the Westinghouse show, center Sid Stone and Company, Serval Show, and a view of the Westinghouse stage show. Third panel, a dinner in TV studio F, one of the stars of KMBC's own "Brush Creek Follies," and other shot of the stage during the finale of one of the big musical comedies. Lower panel left was taken in the dressing room during the Serval show and the two photos on the right are of the Standard oil dealer meeting a year ago. (All KMBC Photos)

Post Runs Series On "Der Bingle"

CBS Radio star Bing Crosby has received a singular honor from one of the nation's oldest and most respected publications. The world-famous Saturday Evening Post departed from its centuries-old tradition and used a photograph on the cover. The occasion was the beginning of an eight-article series on Der Bingle's life.

For twenty thousand miles, Saturday Evening Post editor Pete Martin followed Bing with a tape recorder. The beloved singing star talked, remembered and reminisced for over half a million words. And Bing's words told the fabulous story of a fabulous career. Titled "Call Me Lucky," it started in the Saturday Evening Post of February 14.

The Saturday Evening Post is proud of this editorial series and has embarked on an extensive promotion, publicity and advertising campaign to tell millions of Americans about Bing's story. In addition, the series will be advertised in newspapers across the country and in every major radio market.

Crosby's 8:30 Thursday evening show each week is sponsored on KMBC by General Electric.

Bakers Sponsor New Show On CBS-KMBC

A major new radio drama series, "Bakers' Theatre of Stars," made its debut on Station KMBC and the CBS Radio Network February 22. The program, broadcast each Sunday from 5:00 to



JOAN FONTAINE . . .

5:30 p.m., is sponsored by the Bakers of America Program.

In the premiere performance listeners heard Joan Fontaine in a special radio adaptation of Ferenc Molnar's famous comedy of double identity, "The Guardsman."

Leading Players Are Leading Citizens

"My Little Margie," CBS Radio's Sunday night comedy series starring Gale Storm and Charles Farrell, is probably the first program in radio history to feature two bona fide mayors. Gale Storm, of the title role, has just been elected Mayor of Van Nuys, Calif., after having turned down the nomination several times.

Her co-star, Charles Farrell, is the Mayor of Palm Springs, famous California desert resort. Their 7:30 Sunday evening show on KMBC is sponsored by Philip Morris.

Jo Stafford Sells 'Miracle Of America'

Jo Stafford, CBS Radio star, has been selected to distribute the booklet titled "Miracle of America" to her national air audience.

She will stress the importance of the booklet, designed to create a better understanding of the American economic system. Parts of the booklet will be used in her regular "Voice of America" international broadcasts.

MOLEN HONORS CIVIC LEADERS

Kansas Woman Wins 'Grand Slam' Trip To Coronation

A Kansas housewife is making plans for a free trip to Europe, thanks to CBS Radio's "Grand Slam" program. Mrs. E. E. Witte, of Cunningham, was one of two winners in a contest conducted by the popular daytime quiz show.

Mrs. Witte and a California housewife, Mrs. A. O. Westover, each gave the correct answer to a question dealing with the number of prizes the program had sent to home listeners during a six-year period. Both ladies came up with the exact figure—15,108. Each will receive an all-expense trip to England for the Coronation of Queen Elizabeth.

Included in the tour will be visits to Paris and other points. Each winner may take one member of her family with her.

Mrs. Witte, a former schoolteacher, is the wife of a farmer



MRS. WITTE . . .

near Cunningham. Mrs. Westover is the wife of a San Diego building contractor.

KMBC-KFRM listeners heard Mrs. Witte in an interview with Bea Johnson on the "Happy Home" program shortly after the winners' names were announced. "Grand Slam" is sponsored on the Team at 2:45 each weekday afternoon by the Continental Baking Co.

Newsman Reports Despite Injury



A few hours after breaking his ankle, Lowell Thomas broadcasts from his bedside. The noted CBS newscaster was injured while skiing. His series of regular 5:45 p.m. Monday-through-Friday reports was not interrupted by the accident. The broadcasts are sponsored on the KMBC-KFRM Team by Proctor and Gamble.

Gangbusters Aid Crime Prevention

In cooperation with "Crime Prevention Week," CBS Radio's "Gangbusters" presented special messages Feb. 14 from Senator Harry F. Byrd, Robert A. Vogeler and Sherman Adams.

"Crime is not only wrong in the terms of sin; it is wasteful," Senator Byrd said. "It wastes people, money, effort and time."

Robert A. Vogeler, a prisoner of the Hungarian Communist government for 18 months, applied his experiences as he commented: "I hope that National Crime Prevention Week will remind all our citizens how fortunate we are to be able to live in a country where the laws are designed to protect and to provide 'justice for all.'"

Sherman Adams, Assistant to the President of the United States, stated: "There is an urgent need to stimulate and maintain public interest in crime prevention measures. Crime is costly, both in manpower and dollars. Americans must face that fact."

Sponsored by General Foods, "Gangbusters" is heard at 8 p. m., Saturdays over KMBC.

Dirt Dobber Begins Ninth Season On Air

For the ninth straight year, the Ferry-Morse Seed Company is sponsoring "Garden Gate" during the pre-planting season, beginning February 21.

Host on the program is Sam Caldwell, the Old Dirt Dobber. Each Saturday, he answers listeners' gardening questions—giving helpful advice on what to plant, where and when. Also, each week an amateur gardener is awarded The Order of the Green Thumb for some special achievement, and weekly prizes are awarded to the listener sending in the best original poetry dealing with gardening.

"Garden Gate" is a 2:30 p. m., Saturday feature on KMBC.

HAPPY HOME OPENS SAFETY SERIES

A hard-hitting safety campaign has been launched on the KMBC-KFRM "Happy Home" program. Bea Johnson has always emphasized the toll in lives, time and money that accidents claim each year. Recently she noticed an increasing alarm on the part of the thousands of women who listen to (and write to) the "Happy Home."

These women, many of them mothers, pointed to the sudden upsurge of traffic accidents in the Heart of America. Bea started devoting more and more time to safety. As a result, she has been named to the Women's Committee of the Kansas City Safety Council. In addition to the broadcast time she devotes to this important work, Bea has been called on to address Parent Teacher Associations, women's clubs, and other civic organizations.

When Kansas City's Mayor recently organized an Emergency Safety Committee, Bea invited the group to participate in a "Happy Home" broadcast. She has also interviewed on the air the president of the Kansas City Parent Teacher Association.

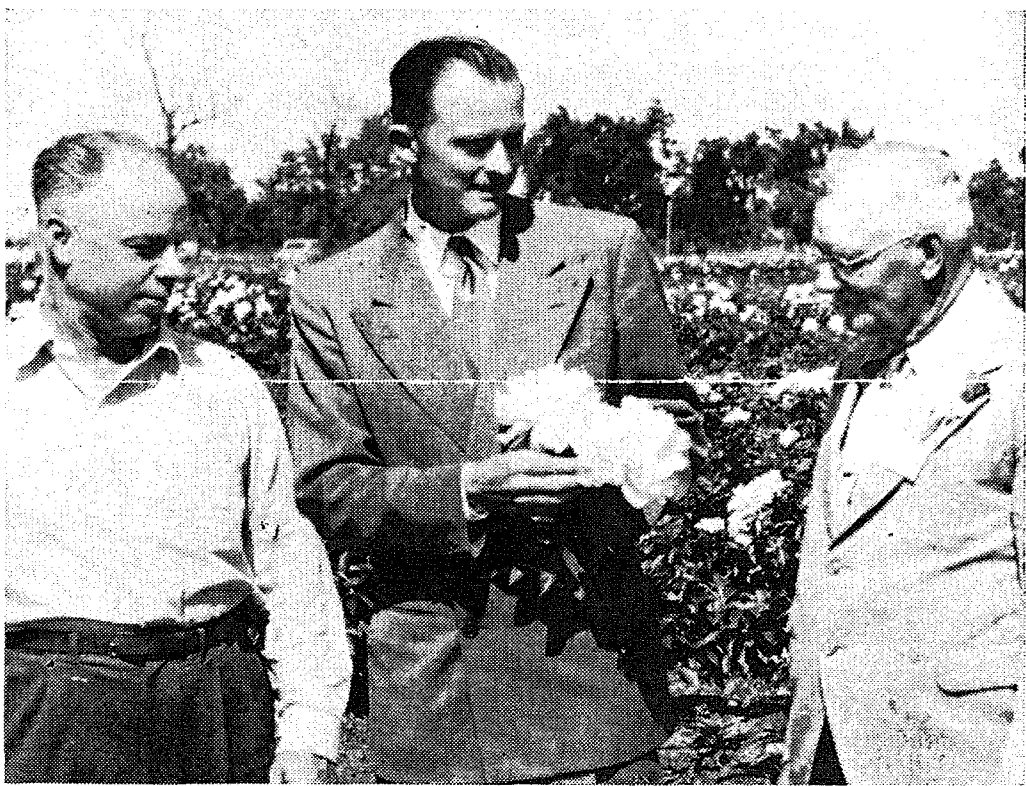
Bea has directed public attention to the "Forgotten People"—those who survive accidents but are left permanently disabled. These victims, and the people who

FIRST AWARD TO PAUL FOGEL



Paul Fogel, prominent Kansas City businessman and civic leader was awarded the first Jenkins Music Company 75th Anniversary "Sportsmanship Award." The photo was taken during the presentation. Left to right, Mr. Fogel, Arthur B. Church, president of KMBC-KFRM, Sam Molen, Director of Sports for The Team and Ken Gillespie, Manager of Jenkins. (KMBC Photo)

OLD "DIRT DOBBER"



Sam Caldwell, "The Old Dirt Dobber," heard on the Garden Gate program at 2:30 p. m. each Saturday on KMBC, is shown here, center, talking over horticultural problems with peony experts Allen Wild and W. F. Christman.

must support them for years, are the ones who pay the greatest price in money and continued anguish.

In cooperation with public officials, Bea is confining her present campaign to traffic accidents. She later will focus attention on other types of mishaps.

The traffic toll since 1900 shows more than 33,000,000 Americans injured, Bea points out. This compares with about one million U. S. soldiers wounded in all wars in the 177 years since the nation was founded. Traffic casualties currently run higher than those of all contagious diseases combined.

Bea will continue to use all of KMBC-KFRM's facilities in her safety campaign. She will also make personal appearances in this behalf, including several at the Central States Safety Congress April 9-10.



As part of her intensive campaign to make the Heart of America a safer place to live, Bea Johnson interviewed the Mayor's Emergency Safety Committee on a recent "Happy Home" broadcast. Shown with Bea, left to right, are: John Spence, Chairman of the Committee; Hal Brace, Chairman of the Traffic Observer Organization; H. W. Johnson, Supt. of Traffic in the Safety Division of the Kansas City Police Department; and Carl Schupp, Chairman of Safety of the Kansas City Junior Chamber of Commerce. (KMBC Photo)

Jenkins Music Co. Backs "Sports Award"

A new highlight has been added to "Morning Sports Page" with Sam Molen on KMBC-KFRM. The new feature is the weekly presentation of a Sportsmanship Award by the Jenkins Music Company who sponsors the program on Tuesday, Thursday and Saturday. The winner of the trophy each week is an individual who, to quote the citation, "has pursued the attitude of a sportsman in the conduct of all of his activities; civic, community, business, religious, educational and personal."

KMBC-KFRM Director of Sports, Sam Molen, uses Saturday's and Tuesday's programs to build up the presentation, making the award on the Thursday shows. The citation itself is presented already framed to the individual being honored, and is signed by Molen and by Paul Jenkins, president of Jenkins Music Company. A prominent Kansas Citian and leader in civic affairs, Paul M. Fogel was honored with the first award.

Molen's "Morning Sports Page" is one of the few morning sports broadcasts made in the midwest. It is aired at 8:20 a. m., Monday through Saturday and is sponsored on alternate days by Jenkins Music Company and the Union Pacific Railroad.

Award Winner By Radio Theatre

For the sixth successive year, "Lux Radio Theatre" has presented an adaptation of the movie receiving the Photoplay Gold Medal Award. The winners are selected in a year-long poll of movie-goers.

This year's winner, "With a Song In My Heart," was presented February 9.

The show, which dramatized the life of singer Jane Froman, featured the original stars: Miss Froman in a special recording of



JANE FROMAN . . .

the songs that made her famous; Susan Hayward, who received a Photoplay Gold Medal Award for her part in the film; David Wayne, Rory Calhoun, Thelma Ritter and Bob Wagner.

The drama told the story of Miss Froman's courageous fight to regain her health after a near-fatal plane crash during World War II. In and out of hospitals for nearly ten years, at one point Miss Froman was carried to and from her hospital bed in a cast to appear in a Broadway production of "Artists and Models."

"Lux Radio Theatre" has been presenting Photoplay Award winning films since 1948. These include "Showboat," "Battleground," "The Stratton Story," "Sitting Pretty" and "The Jolson Story."

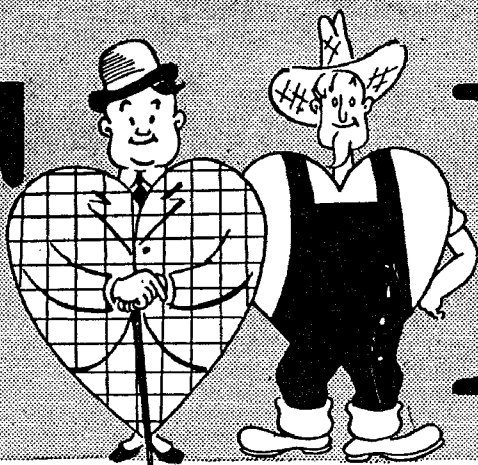
"Lux Radio Theatre" is sponsored on KMBC at 8 p. m. Mondays by Lever Brothers Company.

The KMBC-KFRM Team
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11th and Central
Kansas City 5, Mo.

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KMBC KFRM

HEART BEATS



from the Heart of America

Vol. 10, No. 3

KANSAS CITY'S RADIO MERCHANDISER

June-July, 1953

KMBC GETS TELEVISION PERMIT

CBS - KMBC - KFRM Programs Enjoy Top Listener Preference

Programs heard on KMBC and the CBS Radio network rate far ahead of competition in audience appeal, listener surveys reveal.

The third consecutive report by The Pulse, Inc., shows audiences in metropolitan Kansas City place KMBC first in listening preference. The station ranked first in 50 quarter-hour periods of the 18-hour broadcast day. It claimed second place in 20 periods.

CBS programs have filled the top 10 daytime and the top 10 nighttime spots in two recent National Nielsen Ratings. The network also recently swept 25 of the top 29 positions nationally, the first time any network has scored so overwhelmingly.

This amazing record means listeners have voiced an enthusiastic vote of approval for the programming of KMBC and CBS.

It is not surprising that sponsors place their merchandising problems in the hands of broadcasters who have proved their ability to get results. For example, they are investing 25% more dollars in CBS time than that of any other network.

Coronation "Tripster" Cops Prizes In N.Y.

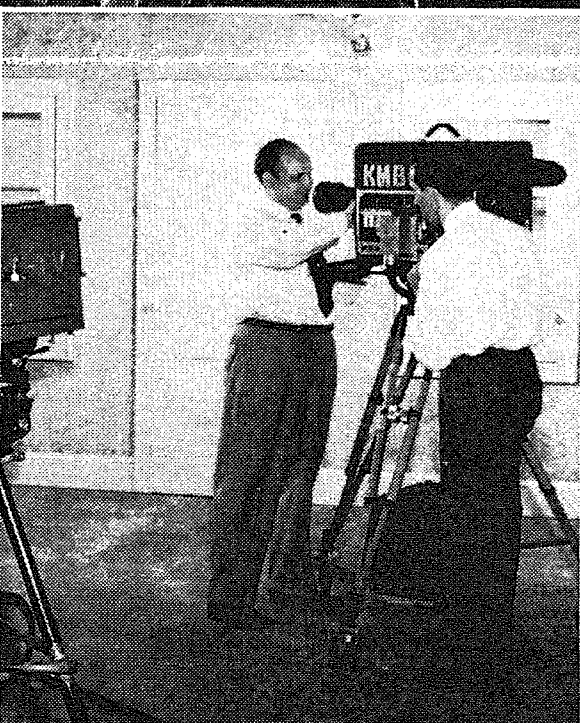
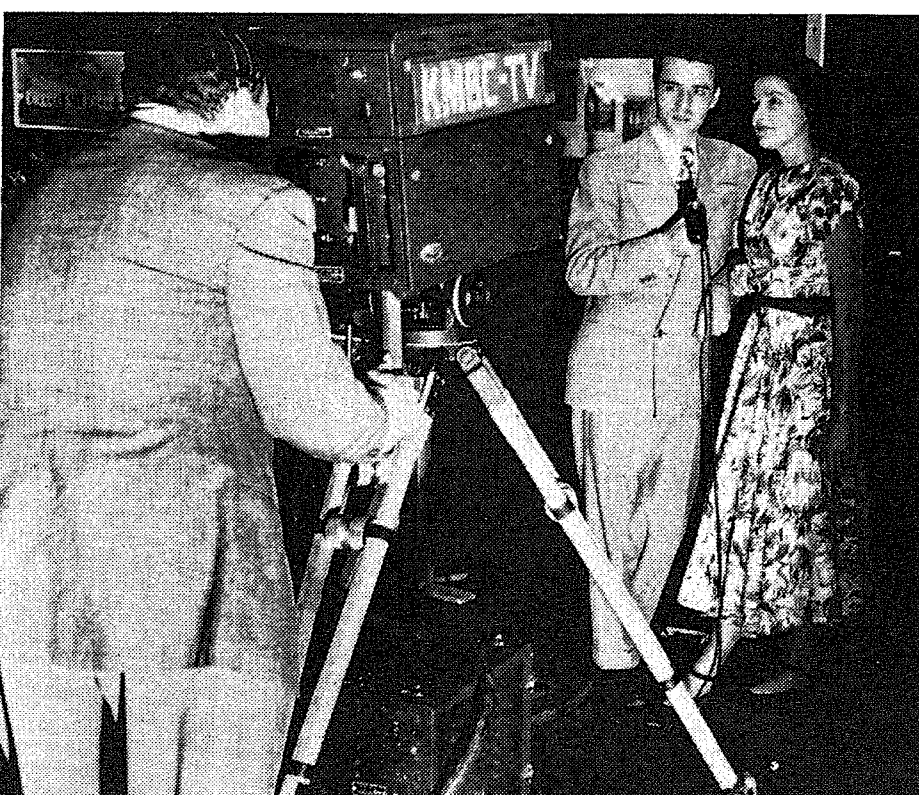
Mrs. E. E. Witt, Cunningham, Kans., winner of CBS Radio's "Grand Slam" contest trip to the Coronation, turned up as a double winner. In New York for the first time, she bypassed sight-seeing with her husband to visit another favorite radio program, "Give and Take," where her number was drawn as a contestant. She barely had time to claim her many prizes before dashing to the airport to board a plane for London.

Scholarship to KMBC Staff Member; Honors also to Members of Families

A six-year scholarship to study law at the University of Kansas City has been awarded to Jerry Grantham, KMBC-KFRM employee. "Victor Wilson" scholarships, covering all tuition, fees and supplies, are granted to only two graduating high school seniors each year. Applicants must submit their entire academic record for approval and must qualify in a series of tests.

Miss Virginia Storm, daughter of Harold Storm, director of sales promotion for KMBC-KFRM, will study at the Kansas City Conservatory of Music next

Reward of 20 Years Effort to Arthur B. Church



Nearly a quarter of a century of pioneering in visual broadcasting has been completed by Arthur B. Church. He was one of the first to see that combined sound and picture would have enormous audience appeal and would offer advertisers an effective new medium. Early experiments with hand-made equipment produced images of postcard size. Now, the latest and best facilities are being readied for use by KMBC-TV. Radio experience in programming for the Heart of America and the availability of CBS-TV shows assure listeners of top-notch entertainment on Channel 9. Much of the equipment is already in Kansas City. Shown are (lower left) a complete mobile unit; (upper right) an "intertel" test telecast; and (lower right) technicians at work in the KMBC-TV studios.

Ninth Birthday

"Rosemary," the popular daytime serial story of modern marriage, has entered its ninth year on CBS Radio. The KMBC-KFRM drama is sponsored by Proctor and Gamble for Ivory soap.

Milk Producers Sign Leathers "Farm Facts"

The Pure Milk Producers Association now sponsors the Monday, Wednesday and Friday broadcasts of KMBC-KFRM's "Farm Facts." The program, featuring Jim Leathers, associate director of the Team's thousand-acre Service Farms, is heard at 6:05 a.m.

12:55 P.M. News With Farmer to Budweiser

Anheuser-Busch have taken over sponsorship of the 12:55 p.m. Dinner Bell News Final on KMBC-KFRM with John Farmer for Budweiser Beer. The KMBC-KFRM segment from 12 to 1 o'clock daily, of which the Dinner Bell Final is a part, rates in the top ten daytime programs according to the latest Pulse survey. John Farmer is News Director of The Team.

Wheat Speaks

Henry Wheat, KMBC-KFRM's weathercaster, was the featured speaker at a recent dinner meeting of the Kansas City Industrial Editors organization.

Bill Griffith to Make Speech Series; State Farm Insurance Setting Itinerary

Bill Griffith, well-known KMBC-KFRM newsman and winner of the 1951 Sigma Delta Chi Award for newswriting, is planning a series of out-of-town speeches. Griffith's services as the featured speaker for civic clubs in various Heart of America cities are being offered by The KMBC-KFRM Team in the public interest. Arrangements for such appearances are being made through the local agent of State Farm Insurance Companies, who have taken over three-day-a-week sponsorship of the 8:15 a.m. "Coffee

KMBC-TV To Be On Air Within 60 Days On Channel 9

KMBC plans to have television programs on the air within sixty days, Arthur B. Church, President and founder of KMBC has announced. His statement followed approval by the Federal Communications Commission of applications by KMBC and WHB to share time on Channel 9.

The applications of two of Kansas City's oldest broadcasting stations were filed Tuesday, June 23rd. Officials of KMBC and WHB agreed to share Channel 9 to avoid further delay in providing much needed additional television service to Kansas City and surrounding area.

Mr. Church said that the great television transmitter he had planned to build at 23rd and Topping in Kansas City will be jointly owned and operated by KMBC and WHB. The antenna will be more than 1,000 feet high and will have an effective radiated power of 316,000 watts.

Channel 9 will carry CBS Network programs, many of which have not been available to Kansas City television set owners, Mr. Church announced. KMBC is the sixth oldest affiliated station of the CBS Radio Network.

Mr. Church stated that an interim transmitter will be constructed atop the Kansas City Power and Light Building. Barring unforeseen construction delays, KMBC-TV should be on the air well within 60 days.

KMBC's television studios and offices will be in its own building at 11th and Central, where KMBC-KFRM studios and offices have been located since the spring of 1951.

Broadcast hours on Channel 9 are as follows:

KMBC-TV	WHB-TV
6:00 a.m.- 8:00 a.m.	8:00 a.m.- 9:00 a.m.
9:00 a.m.-10:30 a.m.	10:30 a.m.-12:00 p.m.
12:00 p.m.- 1:00 p.m.	1:00 p.m.- 2:30 p.m.
2:30 p.m.- 4:00 p.m.	4:00 p.m.- 5:30 p.m.
5:30 p.m.- 6:30 p.m.	6:30 p.m.- 8:00 p.m.
8:00 p.m.- 9:30 p.m.	9:30 p.m.-10:30 p.m.
10:30 p.m.-11:30 p.m.	11:30 p.m.- 1:00 a.m.

Cup Final" edition of news on KMBC-KFRM.

Griffith, a brilliant speaker, has been a newsman since before his graduation from the University of Kansas in 1928. He is well qualified to tell the up-to-the-minute story on the "news behind the news." While he has set no specific topic for his speeches, they will fall largely in the category of commentary on current events.

An itinerary of the appearances will be set in the near future.

CHICAGO (1)	NEW YORK (22)	SAN FRANCISCO (4)
230 N. Michigan	444 Madison Ave.	1226 Russ Bldg.
Franklin 2-6373	Plaza 9-6022	Sutter 1-3798
DETROIT (26)	HOLLYWOOD (28)	ATLANTA (3)
3463 Penobscot Bldg.	6331 Hollywood Blvd.	322 Palmer Bldg.
Woodward 1-4255	Hollywood 9-2151	Main 5667
		FORT WORTH
		406 W. 7th Street
		Fort Worth 36-3349

On the air for the past 16 years, "Mr. Keen, Tracer of Lost Persons," KMBC, Sundays, 8:30 p. m., dramatizes the adventures of a soft-spoken man with remarkable deductive powers.

His series, titled "A Chat with Colin Jackson," started while Jackson was a visiting professor at the University. After his return to England, it continued through the short-wave facilities of the British Broadcasting Corp.

The program is heard at 8 p. m. Fridays on KMBC and at 5 Sunday afternoons on KFRM.

Georgia Ellis, as Kitty, sultry entertainer in the Texas Trail saloon, aids U.S. Marshal Matt Dillon in the highly acclaimed western dramatic series "Gunsmoke."

Sponsors, agency representatives and agricultural broadcasters got together at a recent meeting in Kansas City arranged by the National Radio Farm Directors. Shown at an informal session which wound up the day-long program are (left to right) Jim Leathers, associate director of the KMBC-KFRM Service Farms; Charles Calkins, Radio-TV director for Conklin Mann and Son Advertising Agency; Maurice Johnson, advertising manager for Staley Milling Co.; Dick Mann, of Conklin Mann and Son; Phil Evans, director of the Team's Service Farms; and Bob Riley, KMBC-KFRM marketcaster. (KMBC Photo)

Recent guests on Phil Evans' "Farm Counselor" program were (right) Mary Pickford, "America's Sweetheart," and Miss Frances Crank, Director of the Home and Community Department of the Missouri Farm Bureau Federation. The ladies urged listeners to participate in the U. S. Treasury Department's Bond-a-Month plan. Mr. Evans' "Farm Counselor" talks at 6:50 each weekday morning are sponsored on the KMBC-KFRM Team by Staley Milling Co. (KMBC Photo)

As a public service, the KMBC-KFRM team broadcast its Monday through Friday 3:25 p.m. newscast from the Kansas City Municipal Auditorium during the recent General Motors "Motorama." Newsman Hal Harvey is shown with a portion of the audience which gathered to watch and listen. (KMBC Photo)

CBS Radio star Gene Autry organized a benefit tour for victims of the recent Texas tornadoes. He assembled a troupe of widely known Hollywood figures to give a special performance in Dallas. Autry was accompanied by several members of the cast of the "Gene Autry Show," which is presented on KMBC at 7 p.m. each Saturday by Wrigley's Doublemint gum.

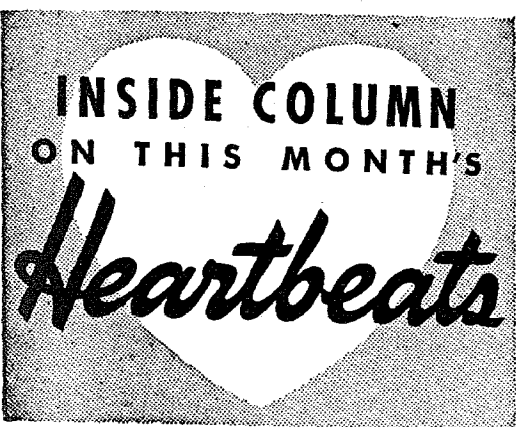
The show, produced in co-operation with the Kansas City Public Schools, ranked second in the international competition for broadcasts designed for in-school use by intermediate grades.

Lewis is substituting in the five-a-week "Arthur Godfrey Time" series and Garry Moore is emceeing the Monday evening Talent Scout programs.

Continental Bus Co. has taken over sponsorship of the Monday, Wednesday and Friday 6 p.m. newscasts on KMBC - KFRM. Newsman Jack Benton is heard in the six-a-week series.

Two of CBS Radio's top flight daytime serials, "Ma Perkins" and "Perry Mason," are featured weeknight programs in Europe. They are broadcast over Radio Luxembourg at the peak listening hour in England. 9:00 P. M.

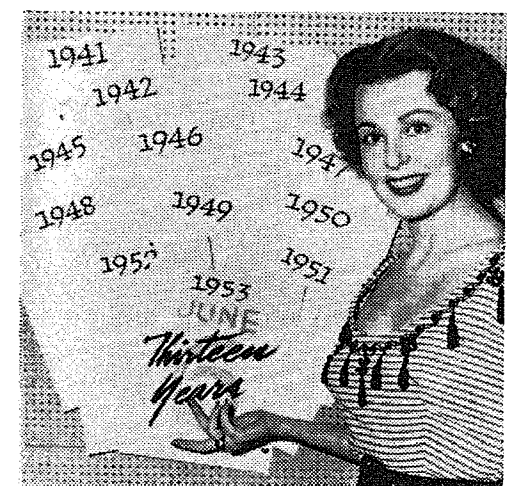
WEDDING FILLS KMBC-TV PLAYHOUSE



Sparkling Janette Davis is one of the "little Godfreys" who join CBS Radio's lovable redhead in the Arthur Godfrey programs on KMBC-KFRM.



A new administration took shape at Sherman Oaks, Calif., when Gale Storm, star of CBS Radio's "My Little Margie," was inaugurated as mayor. Now recognized as radio's most impressive political figure, she adopts the homburg to dignify her term of office. Philip Morris sponsors her comedy series at 7:30 Sunday evening over KMBC.



Screen star Arlene Dahl points with pride to Saturday, June 6, when she headed the cast of CBS Radio's "Stars Over Hollywood," which started its 13th year on that date. The program is sponsored on the KMBC-KFRM team at 11:30 a.m. Saturday by the Carnation Co. in behalf of evaporated milk.



Miss Jean Gillespie, a favorite on CBS Radio's "Theatre of Today" and "Guiding Light," recently joined the Broadway cast of the network's "Grand Central Station."

Honors Voted To Team Shows

Listeners, civic groups and national publications have joined in honoring a long list of shows presented regularly on KMBC-KFRM.

Fourteen first place awards were voted to CBS Radio programs and personalities in the sixth annual national poll of the readers of Radio-TV Mirror.

Arthur Godfrey and his "little Godfreys" took first honors in four categories. His Monday-through-Friday "Arthur Godfrey Time" was voted favorite radio daytime non-serial show and favorite radio musical show; his Monday night "Talent Scouts" was designated as favorite radio variety show; and tenor Frank Parker was cited as favorite radio male singer.

Double Honors

Double honors went to "Our Miss Brooks" as favorite radio comedy show, and to its star, Eve Arden, as favorite radio comedienne. Colgate-Palmolive-Peet sponsors the Friday evening series.

Procter and Gamble's "Perry Mason" also won double honors. John Larkin, who plays the title role, was voted favorite daytime serial actor for the third time in the poll's six years. Joan Alexander, heard with him on "Perry Mason," was named favorite radio dramatic actress. Miss Alexander is also heard on "Wendy Warren and the News," "Theatre of Today" and "Brighter Day."

Lever Bros.' "Lux Radio Theatre" was named favorite radio dramatic show, for the sixth consecutive year.

Additional Winners

Other CBS Radio first place winners are:

Favorite radio daytime serial actress—Jan Miner, star of "Hilltop House," for the third time. Miles Laboratories, Inc., presents the five-a-week program.

Favorite radio master of ceremonies—Art Linkletter, host of Mars Corporation's "People Are Funny" and "House Party," sponsored by Lever Bros., Green Giant Co., and Pillsbury Mills, Inc.

Favorite radio daytime serial—"The Guiding Light," sponsored by Procter and Gamble.

Favorite radio mystery show—Autolite's "Suspense," the second time this program has been so honored.

Favorite radio children's show—"Let's Pretend," created by the late Nila Mack, now produced by Jean Hight. This is the sixth consecutive year the program has received this honor.

Parent-Teachers Awards

The Los Angeles Tenth District, Parent-Teachers Association, in making its annual radio awards for 1952-53, cited "Let's Pretend" in the outstanding children's entertainment category, and "Our Miss Brooks" in the family entertainment category. These awards are made on the basis of service to children and the community.

Cosmopolitan magazine devoted the cover story of its June issue to the radio and television achievements of Eve Arden as "Our Miss Brooks."

"House" Enters 10th Year

"Hilltop House," CBS Radio sociological drama starring Jan Miner as a young orphanage supervisor, has entered its tenth year of broadcasting. Miles Laboratories, Inc., sponsors the series for Alka-Seltzer. It is heard at 2 p.m. Monday through Friday on KMBC-KFRM.

Thousands More Hear Broadcast of Ceremony

Some 2600 fans of radio and recording star Don Kidwell witnessed his wedding recently to the former Miss Jo Ritchie. The popular KMBC-KFRM singer was married on the stage of the TV Playhouse during a regular Saturday night performance and broadcast of the "Brush Creek Follies."

His bride of Wheeling, W. Va., met Kidwell when he was employed by radio station WWVA in that city. He appears regularly on several KMBC-KFRM shows, including his own program at 5:30 a.m. Monday through Saturday. His latest MGM record release is "I'm Movin' to Tennessee."

A veteran of wartime naval service in the Pacific, Kidwell returned to that area after the war as the head of a troupe entertaining Allied servicemen. His group traveled more than 300,000 miles in Japan, Korea and other areas in the Far East Command. He has also appeared on "Grand Ole Opry" and was starred in Wheeling's "Original Jamboree."



A traditional wedding song, "Because," was selected by the bride for the ceremony. Miss Virginia Storm, daughter of Harold Storm, Director of Sales Promotion for the KMBC-KFRM Team, was the soloist.



The ceremony ended with the customary kiss. Maid of Honor was Jean Roesler, of the KMBC-KFRM Traffic Department. Bobby Lee, another Brush Creek Follies star, was best man. The Reverend Hatch, of Kansas City, officiated.



Hundreds of persons from the audience congratulated the couple onstage after the ceremony. Flowers for the wedding were provided by the Floral Industries of Greater Kansas City. Davidsons, Kansas City furniture store, supplied furnishings for the Kidwell's apartment.



The happy couple cut the eighteen-inch-high wedding cake in an onstage reception that followed the marriage ritual. (All photos by KMBC staff)

Team Campaigns For Traffic Safety

More than a thousand safety announcements were scheduled on KMBC-KFRM during an intensive four-week campaign to make the Heart of America a safer place to live. In addition, locally originated broadcasts stressed safety as often as possible.

The saturation-type crusade kicked-off with a series of spots using a recorded auto crash and the ominous warning that "death rides beside you." The format changed to live announcements, such as the Memorial holiday series which had announcers asking "Are you one of the 240 Americans who will die in traffic accidents this weekend?"

Mennen Assumes Three-a-Week Sponsorship of "Coffee Cup News"

Hand in glove with heavy across-the-country use of hard-hitting magazine advertising space, Mennen—maker of the well known line of men's toiletries—announces the continued use of KMBC-KFRM for intensified radio advertising.

Mennen now sponsors "Bill Griffith and the 7:15 a.m. News," every Tuesday, Thursday and Saturday, reaching men in the early morning when they are getting ready to go to work and are conscious of things used for grooming.

What this means to the mer-

chant is that sales volume of Mennen toiletries is certain to be vastly accelerated.

The main Mennen items being rotated in the radio commercials are the Spray Deodorant for men, the Skin Bracer and the Mennen Shave Creams—lather regular, brushless and lather mentholated.

It is reported that dealer-radio tie-in displays are increasing turnover of these products and that closer checks on stocks are essential as a result of this fine schedule on KMBC-KFRM.

HAMM'S RENEWS "SPORTS QUIZ"

Mexana for Moppet



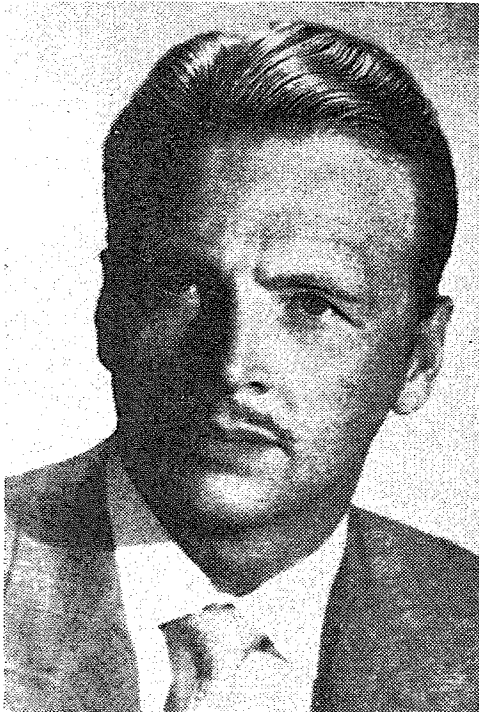
A FAMILIAR SCENE today in drug stores all over America—mother and baby "shopping" the Mexsana combination money-saving offer of Mexsana Powder and Mexsana Skin Cream.

Clown Joins "Fun"



Ringling Brothers and Barnum & Bailey circus clown Jimmy Armstrong, who stretches to a height of 3' 11", was one of the zany contestants on CBS Radio's comedy quiz "Fun for All," starring Bill Cullen and Arlene Francis as opposing teamleaders. The Toni Co. sponsors the show at 1 p.m. Saturday on KMBC.

Johnny \$, Sleuth



John Lund stars in the title role as an insurance investigating sleuth on KMBC's action-packed series "Yours Truly, Johnny Dollar." Presented by Wrigley's Spearmint gum, the program is heard at 8 p.m. Tuesdays.

"Our Gal Sunday" is Weekday Favorite

Most listeners to CBS Radio's "Our Gal Sunday" know the characters of the five-a-week drama better than they do their next door neighbors. Now in its 17th year of broadcasting, the life story of an American girl who married into British nobility is also one of the topranking daytime serials according to national surveys.

"Our Gal Sunday" is based on the stage play "Sunday" in which Ethel Barrymore starred. It is sponsored on KMBC each Monday through Friday at 11:45 a.m. by Procter and Gamble's Oxydol detergent.

Molen Booms Beer Sales for Hamm's

"Sports Quiz With the Experts" will continue through the summer months, the Theo. Hamm Brewing Co., has announced. The KMBC-originated show is a "natural" for the warm period ahead, station and sponsor representatives agreed.

The panel type quiz show, features KMBC sports commentator Sam Molen and a group of sports authorities. It has proved to be a hit with listeners and retailers, as well as with audience members, who are given a chance to test their sports knowledge. The half-hour session is tape recorded during the meeting of one of the civic clubs in the Kansas City area. It is broadcast each Wednesday at 7 p.m. over KMBC.

Molen fires sports queries at the panel members. If they fail to answer, members of the host club get a chance to try. The questions are supplied by listeners, who receive a case of Hamm's beer if their puzzler is used.

No rookie as a beer salesman, Molen has been presenting KMBC's 9:40 p.m. "Parade of Sports" for Hamm's since April 10, 1950.

These men have appeared as panel members: Ernie Mehl, "Skipper" Patrick, Kelley Boswell, Dr. F. C. "Phog" Allen, Joey Kuhel, Ed Ash, Harry Hodgins, Reaves Peters, Parke Carroll, Jack Dempsey, Don Fry, George Kerdolff, Jr., Larry "Moon" Mullins, Bill Baiotto, "Dutch" Lonborg, "Red" Hogan, Pat Hataway, J. D. Copple, John McDermott, Jerry Galvin.

During the first thirteen weeks of "Sports Quiz With the Experts" these organizations have participated:

- Advertising and Sales Executives Club
- Exchange Club
- Optimist Club, K. C., Kas.
- Center Veeps
- Junior Chamber of Commerce, K. C., Mo.
- Junior Chamber of Commerce, Missouri state convention.
- Metro Club
- Alpha Lions Club
- Chamber of Commerce, Lee's Summit, Mo.
- Cosmopolitan Club
- Rotary Club, K. C., Kas.
- Highway Carriers Assoc.
- Allied Food Club

"Give and Take" Opens Contest to Listeners

Listeners across the nation now may compete by postcard in the weekly jackpot question asked by a guest celebrity on CBS Radio's "Give and Take," starring John Reed King. Hitherto, only studio guests have been eligible. The program is sponsored on the KMBC-KFRM Team at 9 each Saturday morning by Cannon Mills, Inc., makers of hosiery, sheets and towels.

Vaughn Monroe Receives Carnegie Tech Plaque

Carnegie Tech alumni presented a commendation plaque to Vaughn Monroe at a banquet in his honor following a recent broadcast of his "Vaughn Monroe Show" from Pittsburgh, Pa. The R. J. Reynolds Tobacco Co. sponsors the traveling program on KMBC for Camel Cigarettes.

NEW SHOW DELIGHTS AUDIENCES



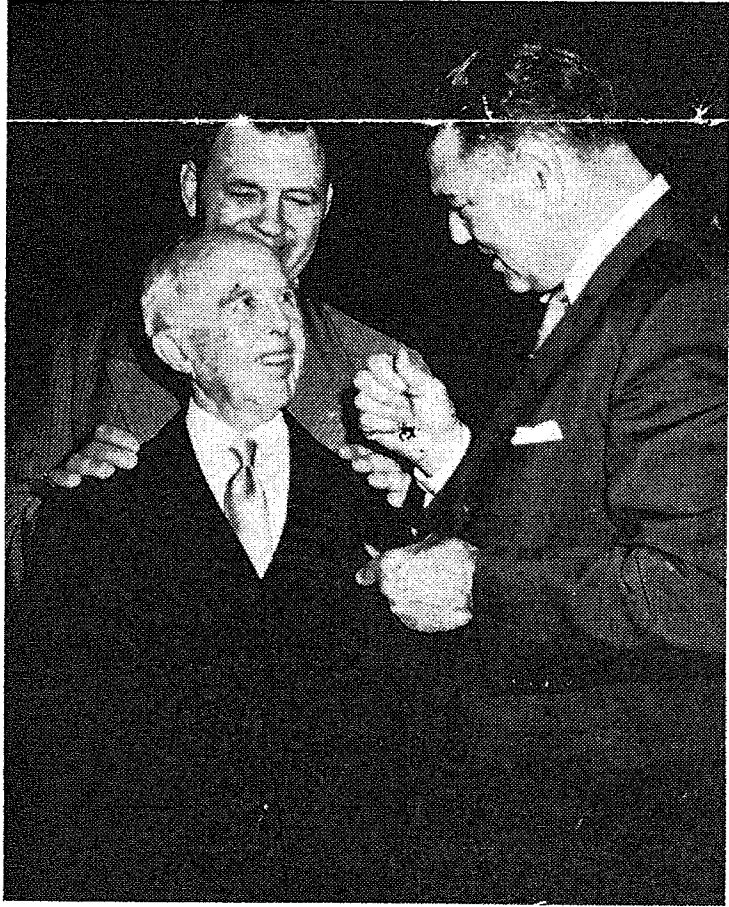
It takes plenty of manpower to plan and execute a half-hour show of this type. A few of the people involved are shown with Molen and a typical four-man panel (seated, with name cards). Standing, left to right are George Ludcke, Minneapolis, of Campbell-Minthon Advertising Agency; Jim Burke; Clark Smith, KMBC engineer who tape records the show; A. E. Gerald, Minneapolis, representative of Theo. Hamm Brewing Co.; Ken Hoover, owner of Hooper Sales, local distributor of Hamm's beer; Frank Brewer, Dick Lingentel, Russell Brown, and H. G. Vedder, all local representatives for Hamm's.



If the panel of sports authorities fails to come up with the correct answer, Quiz-master Molen asks members of the audience to try to top the experts. KMBC's Special Events Director Jim Burke takes a portable microphone to the first person who volunteers.



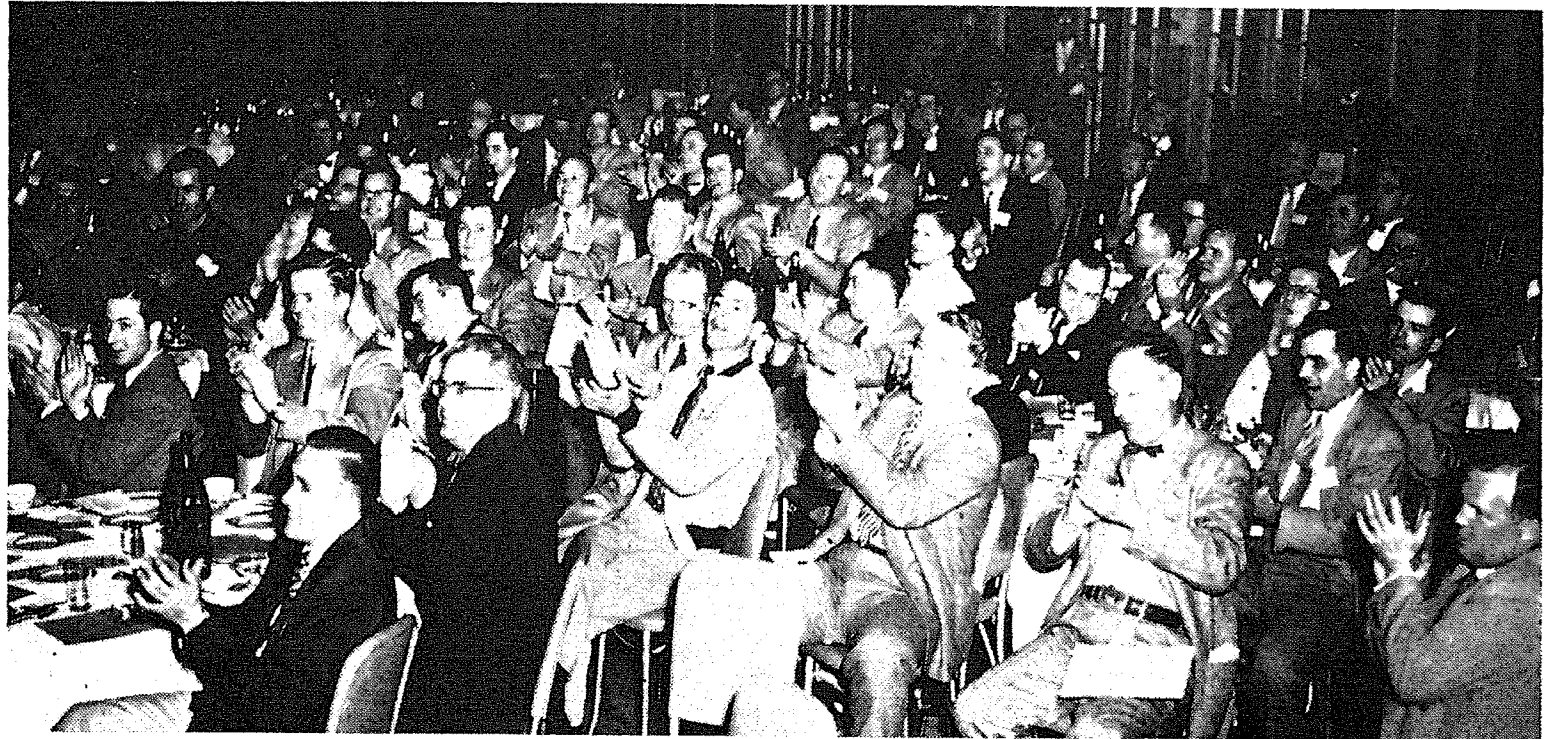
Each impromptu contestant is asked to identify himself, then give his answer. Audience members display an amazing knowledge of happenings in the world of sports. This justifies the sponsor's idea that sports is the "common denominator" around which a good merchandising show can be built.



Sports personalities and civic leaders have aided in making "Sports Quiz" a success. In a typical bit of byplay, wrestler Orville Brown and former heavyweight boxing champion Jack Dempsey (right) gang up on Brice B. Smith, who was for many years mayor of Kansas City, Mo.



When a member of the audience answers a question which stumped the experts, KMBC's Dr. George Halley, co-ordinator of the show, gets his signature. A case of Hamm's beer is delivered to the home of lucky participant.



Delegates to the Missouri State Convention of the Junior Chamber of Commerce agreed that the "Sports Quiz" show was one of the high points of their meeting. The audience broke into spontaneous applause at the end of the program, during which cases of Hamm's beer were won by members representing groups from many cities.

(All photos by KMBC staff)

IT'S SUMMER AND THE LISTENING IS EASY ON KMBC-KFRM AND CBS RADIO!