

# LISTENING POST

*for Education on the Air*

Vol. 1 No. 1

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

June 1, 1944

## Broader Education Program Provided In KMBC Expansion

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

Particularly will this broadening of KMBC's facilities prove of great value in the educational field, which has long been one of KMBC's primary civic interests.

### Advantages of Radio

In radio, human beings have the most effective medium devised for the mass transmission of ideas. The cultural possibilities of this new tool, both for formal classroom use, and in supplementary approaches, transcend those known to civilization since the invention by Gutenberg, in 1453, of printing from movable type.

Radio's mass transmission affords distinct advantage in the educating of peoples, not only in this country but throughout the world. From such interplay of ideas and ideology as it affords, the world may find a way to lasting peace.

One of the most significant of all KMBC's educational projects is the CBS "American School of the Air," which has completed its fourteenth consecutive year over KMBC, and is now looking toward an improved curriculum for the fifteenth season, beginning next October.

### Small Schools Aided

To the "American School of the Air," with its \$125,000 budget for the eight-month series, KMBC adds its own local program, "The Classroom of the Air," a weekly discussion for and by fourth graders in Kansas City schools. "Classroom of the Air" last season was broadcast every Friday in mid-morning.

With an increase of power to 50,000 watts, KMBC can reach previously isolated areas with both these programs—areas almost completely inaccessible to other sources of educational assistance.

The remote rural school, often seriously understaffed, the smaller city schools, lacking educational contacts, will benefit immeasurably when, by a spin of the dial, they can participate in the same radio classroom discussions that are being used by the nation's greatest metropolitan school systems.



DR. CHARLES F. CHURCH, JR., who is conducting an extensive study of the potentialities of education by radio for KMBC.

## KMBC Undertakes Nation-wide Survey

With radio's responsibility to America's cultural needs becoming more significant in a swiftly-changing war-world and with the increasing need for adequate post-war planning, KMBC of Kansas City has retained the services of Dr. Charles F. Church, Jr., to conduct a nation-wide survey and study.

Traveling from city to city, Dr. Church, by personal interview and observation is obtaining first-hand information on how America's radio stations are meeting present needs, and what they plan for the peace.

With the survey completed KMBC's educational services will be implemented to the needs of its listeners in the light of the best techniques currently practiced, and the best plans currently projected.

According to the announcement of the plans, Dr. Church will obtain from public school educators specifically and educators generally, information as to how (1) the schools can be better served by Kansas City broadcasters and (2) Kansas City broadcasters can better serve the public generally with educational programs.

Among other accomplishments, Dr. Church is co-author of "Educational Music Broadcasts of 1941," published by Ohio State University, and is founder of the Ohio Intercollegiate Orchestra Association.

## Columbia "American School of Air" Looks Ahead to 15th Year with KMBC

Long recognized by leading authorities as the most significant contribution of radio in educational service, the Columbia Broadcasting System's "American School of the Air" has just completed its fourteenth consecutive year over KMBC. Plans are already under way at KMBC for the fifteenth season, beginning in October.

"Most expensive educational program on the air" is Billboard's estimate of the Columbia-KMBC feature. With an annual budget of \$125,000, the series reaches at least 5,000,000 students, through 177,000 classrooms.

### Sponsored by N.E.A.

Broadcast at 2:30 each school day from October to May, "School of the Air" is used in both elementary and high schools, and is officially sponsored by the National Education Association. It is also utilized by the United States Government as an official channel for the Office of War Information, to convey news, information, and instructions for civilian activities for children, teachers and patrons.

Next year's schedule for the school will continue to rotate the study of science on Monday; music on Tuesday; history and geography on Wednesday; literature on Thursday; and current history on Friday.

### Changes for 1944-45

Certain changes in the series for 1944-45, as recommended by the National Board of Consultants of the school, under the chairmanship of Dr. William C. Bagley, emeritus professor of Teachers College, Columbia, will be made.

Chief among these is the stressing of social sciences in the Monday science programs, and a greater concern with the future of science; concentration on American war theaters in the history and geography sessions; and the use of more of the classics in the book-dramatizations heard on Thursday. The Tuesday and Friday programs, "Gateways to Music" and "This Living World," will offer the same type of material presented during the season just closed.

### Teachers' Manual Issued

A School of the Air teachers' manual is published by CBS, detailing information on each of the 130 programs in the series, and offering suggestions for classroom preparation and follow-up.

Teachers and administrators wishing to use this manual next season are asked to request reservation of their copies of the 1944-45 edition now, from Edwin Browne, educational director of KMBC. Approximately 175,000 copies were distributed in the United States this year.

### Popular With Adults

As evidence of the influence of the "School of the Air," Billboard reports in an article, "Air Education Grows Up," regular library-runs on books covered by the Thursday literature broadcasts.



R. EDWIN BROWNE, JR., head of the education department of KMBC, who handles KMBC's participation in the CBS "American School of the Air."

## KMBC Coordinates Educational Plans

"The well-educated listener" is the goal of KMBC's department of education and its director, R. Edwin Browne, Jr., as plans get under way for the 1944-45 school season. Plans formulated in conference with Dr. Charles F. Church, Jr., KMBC's educational research consultant, and others, include programs to meet the needs of both children and adults.

Early in the year a Radio Education Institute will be held in cooperation with the Kansas City Public Schools, under current plans. Nationally-known leaders in radio education would meet with all interested teachers and school administrators in KMBC's primary coverage area, for a two-day session. Included in the conference would be demonstrations of proper use of the radio in the classroom.

In addition to its regular features as listed in the program schedule on the back page of "Listening Post," KMBC plans to set aside at least one quarter-hour period a day, at the same time each day, for programs especially designed for listening in the classroom.

## CBS News Coverage Insures Complete Story of Invasion

To insure complete and accurate coverage of the invasion of Europe, the Columbia Broadcasting System has 15 full-time seasoned correspondents reporting regularly on battle fronts throughout the world. Nearly a score of other experienced newsmen stand ready to broadcast to KMBC listeners from neutral capitals whenever an important story breaks.

Into the newsroom of CBS headquarters in New York pours a swift stream of accurate reports—aggregating 118,000 words a day—seven days a week, 24 hours a day. Up-to-the-minute bulletins and detailed stories are flashed by thirteen press association teletype machines, recorded by the CBS shortwave listening station, and cabled and radioed by the 'round the world CBS correspondents. The shortwave listening station alone, with eight expert linguists on the job, transcribes about 20,000 words daily in English, French, German, Spanish, Italian, Portuguese, and Russian.

The CBS New York news staff daily condenses these 118,000 words (approximating two full-sized novels) into about 22,000 words.

CBS correspondents on the fronts are in the thick of fighting. They live in fox holes, eat Army rations, rub shoulders with generals and non-commissioned men, and they report what they see and what they hear to the people back home.

Farnsworth Fowle, for example, landed with the troops at Salerno, stayed with them as they advanced up the Italian mainland, and was the first correspondent to broadcast to America from Naples over the Allied-constructed station.

Many CBS reporters are familiar with more than one battle front. Eric Sevareid has covered Italy, last year covered the China-Burma-India front where he almost lost his life when he and 19 others bailed out of their Chungking-bound transport over the Burma jungles. George Moorad, now heard from Cairo and Ankara, was less than a year ago with General Douglas MacArthur in Australia.

The task of coordinating worldwide news roundups, frequently complicated by technical problems, falls upon the shoulders of Paul White, CBS Director of News Broadcasts. In constant contact with his men all over the globe, he keeps his finger on the pulsating stream of world news, ever ready to call in correspondents from where news has just been broken or dispatch them to where he thinks it is in the making and will break next.

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E. P. J. Shurick  
Director of Sales Promotion  
Helen L. Slater  
Editor



TYPICAL FRIDAY OCCURRENCE IN KMBC STUDIOS . . .

Giving the "American School of the Air" that local touch, visiting students from schools in the Kansas City area appeared on Fridays over KMBC in the latter half of the program discussing the subject of the day. Shown above are (clockwise) Robert Bennett, Phyllis Evans, Ralph Kiene, Pat Eldridge, Jane Cecil and Bob Bathurst of the Shawnee-Mission Rural High school. Schools interested in being represented on future programs of this type should contact KMBC's educational department.

—Staff Photo.

## Kansas City School System Applies for FM Educational Radio Station



MRS. AUBREY WALLER COOK . . .

Same program format, same title, same artist, same radio station—for eighteen years—that is the record of Mrs. Aubrey Waller Cook and the program, "The Classic Hour," heard on KMBC each Wednesday afternoon at 2:30. Featuring Mrs. Cook at the piano, this is believed to be radio's oldest continuous program.

With the broadcast of June 21, Mrs. Cook will have played 862 performances. She has never missed a broadcast, has never been late during the eighteen years. In that time only one number has ever been repeated on her regular programs, and that one is heard twice during each performance. It is the theme song of the program, Mendelssohn's "Spring Song."

Mrs. Cook writes her own scripts, which are read by the announcer, intimate and concise interpretations of each number that she plays. During the years assisting artists have been heard on "The Classic Hour" who have subsequently achieved national fame.

"I hope the next eighteen years will be as grand as the first," says Mrs. Cook.

For the purpose of "extending the resources of both the school and the community," the public schools of Kansas City, Missouri, have announced the filing of an application with the Federal Communications Commission for permission to construct a FM educational broadcasting station as soon as materials are available.

Under the plan the schools would broadcast an unlimited number of programs during all desirable periods of the day.

"The establishment of a Frequency Modulation radio station for educational broadcasting will not mean the discontinuance of use of the many fine educational programs now available," according to Dr. Herold C. Hunt, Superintendent of Schools. "Rather it will mean greater availability and use of the splendid programs."

"Nor will the school station be able to offer the means for the fine interpretative programs of the schools to the community the local stations are now providing," he continued. "The establishment of a school-owned station will increase and emphasize all present radio activities and will offer new types of educational programs not now available."

The Curriculum Council of the schools is setting up a committee on radio to handle plans, with Miss Nadine Miller who currently directs the radio activities of the schools, acting as advisor.

Every grade level would eventually receive programs on their FM sets through the school-owned station, according to present plans. Other purposes for the station as listed in the application to the FCC are "for supplementing classroom teaching, for classroom motivation, for promotion of public health and safety, for adult educational services, and for teacher education."

Except for an unexpected relaxation of the present freeze on materials for construction of broadcasting stations, the school station would be constructed following the war.

## Why "Listening Post"

With this issue of "Listening Post", KMBC's Educational Department initiates a service which will be available to teachers, parents, and other interested listeners, each month during the school year.

The purpose of the publication is to give news and information about programs of an educational and cultural nature which will enable listeners to make the best possible use of their radios.

Listening to learn, research has indicated, requires a mental attitude which is distinctly different from listening to be entertained. The listener, in the habit of passively accepting and enjoying the entertainment programs which comprise the major portion of radio fare, finds it difficult to change his attitude to one of active listening to learn—a change which is necessary if he is to obtain the best results from educational programs.

Just as it is necessary to attack a weighty book on science with greater effort and attention than is required in the reading of a fast-moving novel, so is it necessary to expend extra effort to obtain educational value from an educational radio program.

"Listening Post" is one help to the listener who desires to educate himself by radio. With the use of the complete schedule of cultural programs listed on the back of the bulletin, and with a more adequate knowledge of what each program contains gleaned from the pages of "Listening Post", the listener may plan his own "course of study." And in the pages of the bulletin he will learn of such things as study-helps which will be made available to him from time to time in connection with special programs, e.g., Teachers Manuals for use with the CBS American School of the Air.

With "Listening Post" as his guide, he may come to consider radio in its mature role—as one of the most useful tools ever devised by man for his own enlightenment.

## Looking to the Future

Education on the air is due for some important changes. Television and frequency modulation on the post-war horizon will make the great immediate differences affecting the classroom and the home. Then facsimile will come in for its share in the technical advancements of our age—an age characterized by a speeded-up and vitalized education with tools as revolutionary as the first blackboard.

In the classroom we may expect to listen to programs like "Classroom of the Air" tied in with the course of study of the grade levels for which they are planned—only we may hear them every hour, in place of every week.

And when television arrives, we will sit in our own classroom, and see the radio class in the studio, as the "radio school-master" comes to life on the screen—in color.

Facsimile will mean that the teacher will receive her study guide right off the wires—or more accurately—right out of the air. An outline of the broadcast and what it is to contain, sent through the air and coming out of her super-set enough minutes in advance of the program itself to give her opportunity for preparing the students for the most effective use of the telecast.

And in the home, likewise. Mother and dad can take that college course they've dreamed about. They'll receive the textbooks in installments—via facsimile. But instead of their attending class, the instructor will come to them on the television screen.

That is tomorrow.

But today is the tomorrow of yesterday. And even now radio offers opportunities for vitalized education to be obtained through no other medium. Thousands of enthusiastic teachers and parents are using "School of the Air", "Classroom of the Air", "Report to the Nation", "People's Platform" every day, every week, as inquisitive microphones delve into the secrets of the past, travel to the faraway places of today, and search the mysterious realms of the human mind—as the best minds themselves, speak—to you, at home and at school.

This is today.

## K. C. Radio Council Works for Higher Program Standards

In the interest of a "cooperative relationship" between radio stations and the listening public, the Radio Council of Greater Kansas City has been formed by members of various clubs and civic organizations interested in the democratic function of radio.

Created almost a year ago, the group now has more than fifty organizations including the Kansas City radio stations represented in its membership. Mrs. R. O. Baker, of 820 East Forty-third Street, Kansas City, Missouri, is president.

During the year the Council has sponsored several dinners in addition to its regular meetings at which times both national and local leaders in the radio field have addressed the group, presented demonstrations, and led discussions.

A recent revision of the Constitution of the Council which has been submitted to the organization for approval at its next meeting states its purposes as follows: "To develop between radio stations and the listening public a cooperative relationship which shall serve to maintain a high standard for all radio programs; to become thoroughly familiar by study and observation with the subject of radio; to encourage a more extensive and intelligent use of the radio by its listeners; and to develop the art of evaluation of radio programs; all of which shall expand into recommendations to radio stations which will be helpful to them in maintaining a high standard of programs embodying listener interest for both children and adults."

All individuals and groups interested in radio are eligible to membership in the Council.

## Program Listing Service Will Be Given Monthly

Inauguration of a monthly Educational Radio Program Listing Service to aid teachers throughout the Nation was announced by the Federal Radio Education Committee and the U. S. Office of Education, of the Federal Security Agency.

Convinced that educationally valuable network programs are not being utilized fully, the Federal Radio Education Committee, composed of 14 representatives of the radio industry and education, urged that a list of "educationally significant" network programs be prepared.

"We are all conscious of the splendid educational radio programs on the air," said Commissioner Studebaker. "This service should help teachers who cannot now obtain sufficient advance information from newspaper listings. With radio's importance growing constantly, schools desire to give increased attention to radio as a modern aid to learning."

Of 29 programs carried by the four major networks listed in a recent issue, 13 were CBS features.



CITY LEADERS MEET FOR PLANNING CLUB . . .

When the original plans for the "Big Brother Club," under auspices of radio station KMBC, were drawn up, Kansas City's youth leaders in attendance for the planning meeting included in the first row (l. to r.) Mrs. Harold Roberts of the Junior Red Cross, Nadine Miller of the Board of Education, Mrs. Leo Spalding of the Girl Scouts, Mrs. Winthrop Williams, Chairman of the Children's Committee of the Radio Council of Greater Kansas City, Mrs. B. C. Christopher of the Campfire Girls and Mrs. R. L. Dominick of the Kansas City Parent Teachers Association. Those in the back row (l. to r.) include Dr. Hayes Richardson, director of Welfare in Kansas City, Missouri, Father Hale of the Catholic Youth, Joe Scanlon of the Boy Scouts, John Wesley Reed, president of the Youth Council of the Kansas City Council of Churches and F. L. Schlagle, Supt. of Schools for Kansas City, Kansas. Also in attendance were Dr. Herold C. Hunt, Supt. of Schools for Kansas City, Missouri, and the Most Rev. Edwin V. O'Hara of the Catholic Church. —Staff Photo.

## KMBC "Big Brother Club" Cooperates With Community Youth Organizations

Dedicated to wholesome entertainment and to assisting in solving the problems of youth in war-time, a new organization for youth has been instituted by KMBC, in cooperation with youth agencies in Kansas City and vicinity. Known as "The Big Brother Club," the organization holds a nightly meeting on the air over KMBC at 5:30, Monday through Friday.

An underlying purpose of the "Big Brother Club" is to give recognition to youth and youth groups for worthwhile accomplishments, not just in deeds of heroism, but in noteworthy acts of constructive good to the community, in promoting war stamp sales, paper drives, etc.

An award of merit is to be made each week in recognition of the most creditable accomplishment brought to the attention of the board of review. Consequently, attention is focused on constructive deeds, not those of delinquency and destruction.

Nightly, "Chief Big Brother" Art Ellison may be heard narrating interesting dramatized episodes in the lives of famous men and women, or attempting to "tune in" mythical station "JED" for "Uncle Jed Starkey's" modernized fables, also dramatized, each complete with appropriate moral.

The Midland Minstrels, popular KMBC novelty musical unit, shares honors with organist P. Hans Flath, in providing the musical highlights of the quarter-hour feature.

Plans will be announced soon whereby youthful listeners may become members of the club and receive membership cards and pins.



LYMAN BRYSON . . .

Election of Lyman Bryson, Director of Education for the Columbia Broadcasting System and Professor of Education at Teachers College, Columbia University, to the presidency of the American Association for Adult Education, has been announced.

Membership of the association comprises 2500 university and school administrators, teachers, librarians, social workers, museum directors, and other educators engaged in teaching adults.

Bryson was made chairman of Columbia's Adult Education Board in 1938 and has served as Director of Education for the network since 1942. As Director of Education for CBS, he oversees such programs heard on KMBC as "American School of the Air", "People's Platform", and "Church of the Air." He may be heard on "People's Platform."

# CULTURAL PROGRAMS FOR THE MONTH

## MONDAYS through FRIDAYS

- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns.
- 8:00 A.M. **SALUTE TO THE STARS AND STRIPES**  
Band music and news of men and women in the armed forces.
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal with Nancy Goode.
- 8:30 A.M. **THE HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-known woman commentator.
- 9:30 A.M. **KMBC HAPPY KITCHEN**  
Recipes and cooking helps with KMBC's home economist, Nancy Goode.
- 12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's farm counselor, Phil Evans, from the KMBC farm.
- 5:30 P.M. **THE BIG BROTHER CLUB**  
Dramatized fables and stories about famous Americans for children.



CAROLINE ELLIS

## MONDAY

- 7:00 P.M. **VOX POP**  
A program of the people, for the people, telling America about Americans at war.
- 8:00 P.M. **LUX RADIO THEATER**  
Presentation of important screen plays from radio's best-known theater.

## TUESDAY

- 6:30 P.M. **AMERICAN MELODY HOUR**  
Varied musical programs.
- 9:00 P.M. **COLUMBIA PRESENTS CORWIN**  
Brilliant series in which Norman Corwin is given a free hand in producing diverse types of programs.
- 9:45 P.M. **CONGRESS SPEAKS** NORMAN CORWIN  
Members of Congress discuss the important current subjects.



## WEDNESDAY

- 2:30 P.M. **THE CLASSIC HOUR**  
Mrs. Aubrey Waller Cook, pianist.
- 9:00 P.M. **GREAT MOMENTS IN MUSIC**  
Excerpts from great operas, operettas.
- 10:30 P.M. **REPORT TO THE NATION**  
Up-to-the-minute news-drama.

## THURSDAY

- 7:00 P.M. **THE AMERICAN STORY**  
Dramatized stories of fighting men and the men and women on the production lines.
- 9:00 P.M. **THE FIRST LINE**  
Dramatic stories of naval exploits.
- 9:45 P.M. **HEAR THE HEART OF AMERICA**  
Special events of and for the Heart of America.

## DAILY NEWS SERVICE

- HENRY GOODMAN**  
6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday.
- JOHN CAMERON SWAYZE**  
12:00 Noon, 12:55 P.M., Monday through Saturday. 7:15, 9:45 A.M., 12:00 Noon, 1:55, 6:00, 9:30 P.M., Sunday.
- ERLE SMITH, NEWS EDITOR**  
3:25, 6:00, 9:30, 11:00 P.M., Monday through Saturday.
- THE WORLD TODAY**  
6:15 P.M., Monday through Saturday.
- JOSEPH C. HARSCH**  
6:25 P.M., Monday through Friday.
- BILL HENRY**  
7:55 P.M., Monday through Friday. (Ned Calmer, Saturday, Sunday.)
- CBS NEWS ROUNDUP**  
12:00 Midnight, daily.
- NEWS OF THE WORLD—8:00 A.M., Sunday.**
- EDWARD R. MURROW—12:30 P.M., Sunday.**
- WORLD NEWS TODAY—1:30 P.M., Sunday.**



ERLE SMITH  
KMBC News Editor

## SATURDAY

- 10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.
- 1:25 P.M. **THE CAMP FIRE GIRLS**  
Kansas City Camp Fire Girls present their own story on the air.

- 1:30 P.M. **CALLING PAN AMERICA**  
Musical series from various Latin American capitals.
- 2:00 P.M. **VICTORY, F.O.B.**  
Music and reports from leading industrialists at "America's Arsenal."
- 2:30 P.M. **VISITING HOUR**  
Hospital chats with wounded servicemen.
- 5:15 P.M. **THE PEOPLE'S PLATFORM**  
Guests hold an informal discussion of social, economic, and political issues.
- 9:15 P.M. **DON'T YOU BELIEVE IT**  
Commentator explodes popular fallacies.
- 9:45 P.M. **TALKS**  
Public affairs; discussions by national leaders.

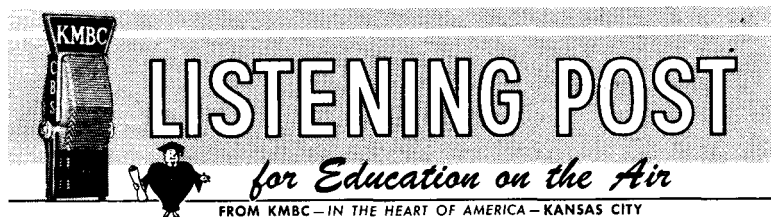


NILA MACK

## SUNDAY

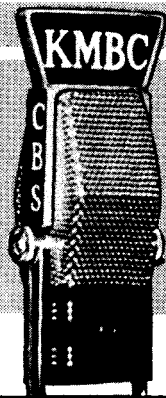
- 8:30 A.M. **LITTLE OFFICE BEHIND THE CHURCH ORGAN**  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:00 A.M. **CHURCH OF THE AIR**  
Services conducted by representatives of the major faiths.
- 10:30 A.M. **WINGS OVER JORDAN**  
Spirituals and religious talks.
- 11:00 A.M. **STONE CHURCH SERVICE**  
Stone Church Choir and speakers in morning worship originating at the church.
- 11:30 A.M. **TRANSATLANTIC CALL: PEOPLE TO PEOPLE**  
Exchange series between CBS and BBC in England; portraying peoples of two nations.
- 2:00 P.M. **NEW YORK PHILHARMONIC-SYMPHONY**  
With Carl Van Doren and chapters from the "American Scriptures."
- 3:30 P.M. **PAUSE THAT REFRESHES ON THE AIR**  
Percy Faith, composer-conductor, with guest soloists.
- 4:00 P.M. **THE FAMILY HOUR**  
Eileen Farrell, soprano, and a varied musical program.
- 5:30 P.M. **AMERICA IN THE AIR**  
True stories of the Air Forces.
- 6:15 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.
- 8:00 P.M. **RADIO READER'S DIGEST**  
Dramatizations from the pages of the magazine.
- 9:45 P.M. **EYE WITNESS NEWS**  
Dramatized war news.

SEC. 562, P. L. & R.



MIDLAND BROADCASTING COMPANY  
PICKWICK HOTEL  
KANSAS CITY 6, MISSOURI





# LISTENING POST

*for Education on the Air*

Vol. 1 No. 2

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

October 15, 1944

## CBS School of Air Opens 15th Year To 200,000 Classrooms

Launching its fifteenth anniversary season, Columbia's "American School of the Air" on Monday, October 9, began a series of 145 programs on a five-a-week schedule through April 27, 1945, broadcast at 2:30 p.m., Monday through Friday, over KMBC.

Teachers' manuals for use with the programs are now available to teachers and organized groups who write to KMBC's Director of Educational Programs, Edwin Browne.

Long recognized by educators as a valued supplement to the nation's educational systems, and often referred to as the "world's largest classroom," the "School of the Air" devotes its program to science, music, world geography, literature and current events. They are planned for listening in homes and in classrooms from kindergarten on up.

### Has NEA Endorsement

The series, which has the endorsement of the National Education Association, is produced by the CBS Department of Education with the cooperation of Science Service, the Music Educators' National Conference, the Association for Arts in Childhood, and the American Library Association. Overall supervision is by Lyman Bryson, CBS Director of Education.

"School of the Air" is now taken by 200,000 classrooms all over the U. S. and Canada. It is beamed to Latin America and overseas, and is utilized by the Office of War Information as an official channel for the dissemination of news and information to school children, teachers, and parents.

### Used by Armed Forces

Through the cooperation of the War Department, this year the science and geography broadcasts are recorded and flown to 400 stations of the Armed Forces Radio Service, for rebroadcast throughout the world wherever American service men are stationed. Veteran's hospitals are also receiving the program for the re-education and rehabilitation of wounded and ill service men.

A detailed schedule of the series for the month of October is listed under "Cultural Programs for the Month," in "Listening Post." Further information for the entire year, including outlines and suggestions for classroom activities in connection with each program of the series, is contained in the teacher's manual.



### READIN', RITIN', RITHMETIC . . . AND RADIO . . .

High School Student Dorothy Poindexter says of radio, "Gosh, radio is simply out of this world. Harry James or the Radio Theater or Frankie Sinatra—we like them all. You should see the kids when the loudspeakers are on in the classrooms. It's fun to learn that way. That's for me!"

## D-Day Recorded for National Archives

A record of broadcasts presented over CBS on D-Day—sixteen-inch transcriptions of the first full sixteen hours of network news on that day—has been presented by CBS to the National Archives in Washington.

It is Volume II of living history thus recorded by CBS, and will be placed in the archives beside Volume I, which records the first twenty-four hours of World War II.

Included in the new volume are the first flash of the German rumor of the Allied invasion of France; prayers of kings and commoners; sounds from men under fire; and General Eisenhower's first communique.

All of the programs thus recorded were heard over KMBC. CBS plans to send a similar volume to the archives, recording for future Americans the events of V Day.

## Student Participation At Studio Is Invited

High schools and colleges that desire to send student groups to KMBC for participation in the Friday programs of the American School of the Air are invited to do so. Each week a different group is heard during the last ten minutes of "This Living World," discussing the topic which has been dramatized during the first portion of the program.

The principal or president of each school should write KMBC's Education Director, Edwin Browne, before November 1. At that time the schedule of schools to appear will be completed.

## KMBC Schoolhouse Of Air Begins New Educational Series

A new series of programs designed especially for classroom use in the heart of America went on the air over KMBC on October 9 when "Inside the News," "Fun With Facts," and "The Magic Book" originated from the "KMBC Schoolhouse."

Arranged in cooperation with school authorities in the KMBC area the programs are also endorsed by them. Each is a quarter-hour program. They will be broadcast on Mondays, Wednesdays, and Fridays at 3 p.m., immediately following the CBS American School of the Air.

In announcing the series, Arthur B. Church, president of KMBC, said, "KMBC was the first station to broadcast actual programs for home and classroom educational purposes in this area, and we are glad to be extending our services through the 'KMBC Schoolhouse' programs."

### Teachers' Aids Available

Materials to help teachers use the programs most effectively in the classroom are available upon written request to R. Edwin Browne, educational director of KMBC.

"Inside the News" will be heard on Mondays. It features Erle Smith, head of the KMBC News Department, in a digest of the week's news, with background facts and a feature story on persons and places in the news, and a report from the schools given by a "student newscaster" of the week. The school news will be prepared by a different high school or college news staff each week. The series is planned for upper elementary and high school listeners.

On Wednesdays the programs will be titled "Fun With Facts." Each week a different class from the upper elementary grades in the KMBC area will stand before Mr. Browne, "principal" of the KMBC Schoolhouse, for a classroom quiz on some topic which they have studied relating to science or the history of this region. This series is designed for the upper elementary grades.

### Caroline Ellis Heard

For the primary grades, KMBC's noted woman's commentator, Caroline Ellis, will be cast in a new role as "Keeper of the Magic Book." Each Friday she will tell a new story in which the characters come to life from the pages of "The Magic Book." Stories are selected from the supplementary reading lists of the primary grades of this area.

The series will be presented during the first semester. It is planned that other programs will be heard in addition to these with the beginning of the second semester.

# CULTURAL PROGRAMS FOR THE MONTH

## MONDAYS through FRIDAYS

- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:00 A.M. **SALUTE TO THE STARS AND STRIPES**  
Band music and news of men and women in the armed forces. (Also Saturday.)
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal with Nancy Goode. (Also Saturday.)
- 8:30 A.M. **THE HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-known woman commentator. (Also Saturday.)
- 9:30 A.M. **KMBC HAPPY KITCHEN**  
Recipes and cooking helps with KMBC's home economist, Nancy Goode. (Also Saturday.)
- 12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's farm counselor, Phil Evans, from the KMBC farm.
- 5:30 P.M. **THE BIG BROTHER CLUB**



PHIL EVANS

## MONDAY

- 2:30 P.M. **SCIENCE FRONTIERS**  
Careers in science dramatized as part of CBS American School of the Air.
- 3:00 P.M. **INSIDE THE NEWS**  
KMBC Schoolhouse program with Erle Smith and student newscaster reviewing events of the week for upper elementary and high school audience.
- 8:00 P.M. **LUX RADIO THEATER**  
Presentation of important screen plays from radio's best-known theater.

## TUESDAY

- 2:30 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on American School of the Air.
- 8:30 P.M. **THE AMERICAN STORY**  
Dramatized stories of fighting men and the men and women on the production lines.
- 9:45 P.M. **CONGRESS SPEAKS**  
Members of Congress on important current subjects.



OLIVER DANIEL

## WEDNESDAY

- 2:30 P.M. **NEW HORIZONS**  
World geography on American School of the Air.
- 3:00 P.M. **FUN WITH FACTS**  
Science and history of the region with a different class on the air each week from KMBC Schoolhouse, for upper elementary grades.
- 9:00 P.M. **GREAT MOMENTS IN MUSIC**  
Excerpts from great operas, operettas.

## THURSDAY

- 2:30 P.M. **TALES FROM NEAR AND FAR**  
Modern and classical stories on American School of the Air.
- 3:00 P.M. **THE CLASSIC HOUR**  
Mrs. Aubrey Waller Cook, pianist.
- 7:00 P.M. **KANSAS CITY PHILHARMONIC ORCHESTRA**
- 9:45 P.M. **HEAR THE HEART OF AMERICA**  
Special events of and for the Heart of America.

## DAILY NEWS SERVICE

- HENRY GOODMAN**  
6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday.
- JOHN CAMERON SWAYZE**  
12:00 Noon, 12:55 P.M., Monday through Saturday. 7:15, 9:45 A.M., 12:00 Noon, 1:55, 6:00, 9:30 P.M., Sunday.
- ERLE SMITH, NEWS EDITOR**  
3:25, 6:00, 9:30, 11:00 P.M., Monday through Saturday.
- THE WORLD TODAY**  
6:15 P.M., Monday through Saturday.
- JOSEPH C. HARSCH**  
6:25 P.M., Monday through Friday.
- BILL HENRY**  
7:55 P.M., Monday through Friday (Bob Trout, Saturday, Sunday.)
- CBS NEWS ROUNDUP—12:00 Midnight, daily.**
- EDWARD R. MURROW—12:30 P.M., Sunday.**
- WILLIAM L. SHIRER—4:45 P.M., Sunday.**
- EDWIN C. HILL, HUMAN SIDE OF THE NEWS**  
5:15 P.M., Tuesday.



ERLE SMITH  
KMBC News Editor

## FRIDAY

- 2:30 P.M. **THIS LIVING WORLD**  
Current events and postwar problems dramatized on the American School of the Air. Local student groups appear on the air during the last 10 minutes of the program to discuss the problem of the day.

## 3:00 P.M. THE MAGIC BOOK

Caroline Ellis tells stories for primary grades from the pages of "The Magic Book," in this KMBC Schoolhouse series.

## SATURDAY

- 8:45 A.M. **GARDEN GATE**  
"Old Dirt Dobber" on gardening pleasures and problems.



"OLD DIRT DOBBER"

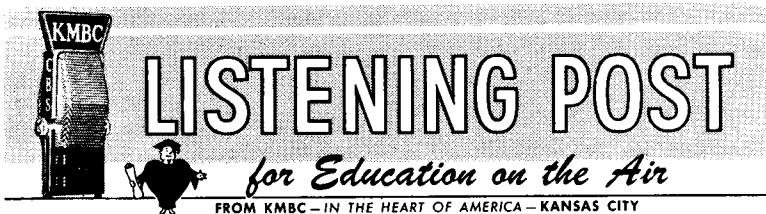
- 10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.

- 5:15 P.M. **THE PEOPLE'S PLATFORM**  
Guests hold an informal discussion of social, economic, and political issues.

## SUNDAY

- 8:30 A.M. **LITTLE OFFICE BEHIND THE CHURCH ORGAN**  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:00 A.M. **CHURCH OF THE AIR**  
Services conducted by representatives of the major faiths.
- 10:05 A.M. **BLUEJACKET CHOIR**  
Great Lakes Naval Training Station Choir.
- 10:30 A.M. **WINGS OVER JORDAN**  
Spirituals and religious talks.
- 11:00 A.M. **STONE CHURCH SERVICE**  
Stone Church Choir and speakers in morning worship originating at the church.
- 2:00 P.M. **NEW YORK PHILHARMONIC-SYMPHONY**  
With Carl Van Doren and chapters from the "American Scriptures."
- 3:30 P.M. **PAUSE THAT REFRESHES ON THE AIR**  
Andre Kostelanetz, composer-conductor, with guest soloists.
- 4:00 P.M. **THE FAMILY HOUR**  
Patrice Munsel, soprano, and a varied musical program.
- 6:15 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.
- 8:00 P.M. **RADIO READER'S DIGEST**  
Dramatizations from the pages of the magazine.
- 9:45 P.M. **EYE WITNESS NEWS**  
Dramatized war news.
- 10:30 P.M. **KATE SMITH HOUR**  
Kate Smith, Ted Collins, and a weekly galaxy of guest stars.

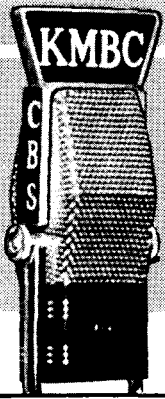
SEC. 562, P. L. & R.



MIDLAND BROADCASTING COMPANY

PICKWICK HOTEL

KANSAS CITY 6, MISSOURI



# LISTENING POST

for Education on the Air

Vol. 1 No. 3

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

December 1, 1944

## Missouri Teachers Flock To KMBC's Convention Display

More than 900 Teacher's Manuals for use with the American School of the Air were given to teachers who visited KMBC's "Schoolhouse" exhibit at the Missouri State Teachers' Convention, November 2-3.

Other materials distributed to teachers during the two-day meeting included copies of the November issue of "Listening Post," the KMBC election score-card, and a reprint article from "Coronet" magazine endorsing the "School of the Air."

The booth also gave opportunity for members of the KMBC Education Department to meet teachers who use the "School of the Air" and programs from "KMBC Schoolhouse."

A group of approximately thirty students and teachers gathered at the exhibit, Friday, November 3, to hear the 3 o'clock program of "The Magic Book" on the FM radio set tuned to KMBC for the purpose.

## New KMBC Show Is 'War's Words'

A new program on KMBC's broadcast schedule this season is "The War's Words." Heard each Thursday evening at 5:15, the program is designed to acquaint listeners with the new words in the war news.

Each of the broadcasts in this series will consider four new words in the week's news accounts from the fighting fronts around the world. Each word is spelled and properly pronounced. If there is any question about the accepted pronunciation of the war word, that is also discussed.

Historic background as well as geographical or biographical information is presented in connection with the words. In a recent broadcast, one of the words was Aachen. The information covering the background of this war word included a brief history of the city dating back to the time when it was Charlemagne's headquarters in the year 800. The discussion of each of the war words is climaxed by a brief statement concerning its modern military significance.

In addition to the four words in the week's war news, the program includes one "GI Definition" which interprets modern military parlance or the meaning of new military terms.

The program is written and produced by Gene Dennis. Lee Stewart is the commentator, and Midland Radio & Television Schools, the sponsor.



"KEEPER OF THE 'MAGIC BOOK'" . . . Caroline Ellis reads children's stories from the pages of the "Magic Book" each Wednesday at 3 p.m. on KMBC.

## Adults Susceptible To KMBC's 'Magic Book,' Too

"Why didn't somebody tell me about this program? I'll never miss it again!"

If those words had come from an adult referring to a program designed for adults it would have been one thing, but the fact that they emerged in the excitement of listening to a program planned for children in primary grades—that is something else again.

"Which all goes to show," says Caroline Ellis, "Keeper of the 'Magic Book,'" "that people never grow too old to enjoy the stories of their childhood."

## 'KMBC Schoolhouse' Series Offers New Type of Educational Program

"KMBC Schoolhouse," after eight weeks of broadcasting, is a house of magic to thousands of pupils and teachers in the Heart of America. From the transmitter tower atop the Schoolhouse go programs of news, history, science, and literature three times weekly. And in hundreds of classrooms pupils sit rapt while their favorite stories come to life, or they hear a classmate reading the "school news of the week" on the air.

### Teachers Aids Offered on KMBC Schoolhouse

Teachers may receive guides to good classroom listening in connection with each program of the "KMBC Schoolhouse" series. Materials available include outlines on "Fun with Facts" for upper elementary grades, and suggested primary grade activities for each program of "The Magic Book" series.

Write: Education Director, KMBC, Kansas City, 6, Missouri.

## KMBC Offers Booklet On How To Broadcast

A new edition of the booklet, "Student Groups at the Microphone," prepared by Frank Ernest Hill, writer and host of "This Living World," Friday program of the American School of the Air, is available to interested teachers and others. Write your request to the Education Director, KMBC.

This week, the schedule for December in-school listening was announced, enabling teachers to correlate programs in advance with their own course of study.

All teachers are invited to send news to the following schools for possible inclusion in the "Inside the News" broadcast for the date given:

- Dec. 4—Westport High School, Mr. John N. Booth
- 11—Northeast Junior High, Miss Allen Willis
- 18—Central Junior High, Miss Emma M. Stegner

"Fun with Facts" brings classrooms from the elementary grades to the "KMBC Schoolhouse" to broadcast on the subjects given:

- Dec. 6—"How to Remember Pearl Harbor"
- 13—"Making Christmas Presents"
- 20—"Christmas Music"

From the pages of "The Magic Book" the following stories come to life:

- Dec. 1—"Little Golden Hood"
- 8—"The Grateful Beasts"
- 15—"Goose Girl"
- 22—"Cinderella, and the Glass Slipper"

And a Christmas vacation extra: Dec. 29—"Puss-in-Boots" "KMBC Schoolhouse" programs are heard on Monday, Wednesday and Friday, at 3 p.m.

## Schlagle, NEA President, Endorses CBS Air School

Endorsement of the CBS "American School of the Air" again this year by the National Education Association was given in a recent letter from F. L. Schlagle, president of the association, to Lyman Bryson, CBS director of education. Mr. Schlagle is superintendent of schools in Kansas City, Kansas.

The letter reads, in part: "We are happy to congratulate the American School of the Air on its fifteenth birthday. This project, generously financed by the Columbia Broadcasting System, has been given a welcome in thousands of our nation's schools.

"In its earlier days it was a valuable experiment in the use of a new tool of instruction. It has been an inspiration for much of the educational broadcasting that is offered today. It is a valuable auxiliary aid to classroom teaching."



"FUN WITH FACTS" ON THE AIR . . .

Seventh grade students from the classes of Miss Laura Mattucks of Scarritt School in Kansas City, Missouri, give their version of "Kansas City in 1492" complete with tom-tom from the classroom of "KMBC Schoolhouse."—Staff photo.



## Dr. Bryson Visits KMBC As Guest At Luncheon Here

Programs designed for adult education can win as large an audience as entertainment programs during certain periods of the day, in the opinion of Dr. Lyman Bryson, Director of Education for the Columbia Broadcasting System. Dr. Bryson was in Kansas City for a day recently en route to Topeka, Kansas, for a speaking engagement.

"In experiments conducted at Columbia stations it has been discovered that programs of the American School of the Air often have as high audience ratings as commercial programs broadcast during adjacent periods," Dr. Bryson said. "However," he continued, "this has always been true in cases where the stations advertised the School of the Air programs as much as they advertised the commercial programs being compared."

In some cases the School of the Air programs have outranked the commercial programs in size of audience, according to Bryson, especially when the class room audience not polled in ordinary surveys is included in the count.

### Has Large Adult Audience

The American School of the Air, Dr. Bryson explained, has been thought of in the past as a program for children in the classroom. "The fact is," he continued, "although it is estimated that the programs are heard regularly in about 177,000 classrooms across the nation, not to mention Canada and Latin-American countries, it has an ever increasing adult audience in American homes."

The educational series, now in its fifteenth year, broadcasts daily during the school year programs in science, music, history, geography, literature, and current and post-war problems. In order to meet the demands of a varied nationwide audience with widely differing courses of study it is necessary that the programs of the series be aimed at a wide age range. This makes it possible for more teachers to take advantage of the programs for classroom use. But at the same time, according to Dr. Bryson, it means that the programs are able suited to an adult audience.

### Beamed Overseas Also

In this connection, Dr. Bryson points out, nearly 400 general and station hospitals operated by the Army in this country are using the School of the Air programs this year as part of the Surgeon-General's reconditioning program for wounded and ill service men. Copies of the Teacher's Manual, School of the Air handbook, issued by CBS to teachers and educational leaders, were sent to the nine Service Command surgeons for redistribution to the hospitals in their commands.

The programs are broadcast also to millions of fighting men overseas by the Armed Forces Radio Service.

School of the Air programs are: Mondays, "Science Frontiers," devoted to careers and advances in science; Tuesdays, "Gateways to Music," review and performance of melody from folk song to symphony; Wednesdays, "New Horizons," geography; Thursdays, "Tales from Far and Near," modern classical literature; Fridays, "This Living World," analysis of current events.

KMBC has distributed approximately 4,000 Teacher's Manuals this year to teachers who have requested them for use in the class-



**LITTLE RED SCHOOLHOUSE . . .**

Teachers in attendance at the annual meeting of the Missouri State Teacher's Association in Kansas City obtained teacher's manuals and other materials for use with educational programs at the KMBC exhibit, a replica of "KMBC Schoolhouse." Mrs. Edwin Browne is the attendant.

room. This represents an estimated juvenile audience of 120,000.

Dr. Bryson was entertained at a luncheon given by KMBC in his honor. Others present were Dr. Herold C. Hunt, Superintendent of Kansas City, Missouri. Public Schools and a personal friend of Dr. Bryson; Miss Nadine Miller, Radio Director of the schools; Arthur B. Church, President of KMBC; Karl Koerper, Vice-President and Managing Director; Sidney Walker, Treasurer; Sam Bennett, Sales Manager; Dr. Charles F. Church, Jr., Director of Educational Research for KMBC, and Edwin Browne, Education Director.

### Teachers Manuals Available Now

Teachers Manuals long delayed, are now being mailed to teachers for use with the American School of the Air heard each school day at 2:30 p.m. Copies may be obtained by writing the Education Director, KMBC, Kansas City, 6, Missouri. Delay was caused by government requisition of paper originally assigned for use in the manuals.



**YOUTH AIRS ITS OPINIONS . . .**

Students from the classes of Gordon Wesner of Southwest High School conduct an informal discussion on "Races and Peoples" during the last ten minutes of "This Living World," Friday program of the American School of the Air. A different group is heard each week. Interested teachers may still write the Education Director of KMBC for possible scheduling of their students for participation in a broadcast during the second semester. —Staff photo.

### A GUEST EDU-TORIAL

## Children and Radio

By NILA MACK

Writer-Producer of "Let's Pretend," Radio's Most Awarded Children's Program, KMBC, Saturdays, 10:05 A.M.

Children's radio programs hold the key to tomorrow's world. For today's radio programs educate tomorrow's adults. And post-war radio programs will educate tomorrow's children in the ideals and purposes of the post war world.



NILA MACK

I'd like to say right here at the beginning that I'm not a prophet, and if I had three guesses on the course children's radio programs will take in the future, I'd like to save two of those guesses for the next five years! But there are certain inevitable conclusions about postwar radio that hold fascinating possibilities for tomorrow's children in America.

Perhaps we'd better begin with the general course and progress of children's radio programs, to date. My own "Let's Pretend" program presents the simple truths of right, justice, equality, and humanity in the form of dramatizations of fairy tales. For thirteen years over CBS and KMBC we've been doing a job of educating, by charming, the youngsters. They are entranced by the fairy stories, listen to the show, and learn the lessons therein as a matter of course.

Columbia's School of the Air, also heard over KMBC, follows the same general course of education through entertainment. The fact that grownups learn as much, and with as much enthusiasm as the youngsters, shows the caliber of the programs. Radio has come a long way in this educational technique of approaching the best in music, science, geography, literature, and current events through the dramatic form utilized by the School of the Air.

Then, too, Junior, today, is keeping up with the advance of mechanized warfare, following the march of troops through the news reports on the air, and marking them on his own personal map. That same interest in foreign countries is likely to manifest itself in a postwar demand for a radio program on travel, perhaps with a television camera's eye tracing the route pictorially.

When peace is finally won, all nations will unite in combatting prejudice, hatred, and intolerance. With this move, the blood and thunder spy story of today may find itself on the way out. However, fantasy shows depicting the mechanical inventions of a hundred years to come will probably still be popular, no matter what the decade.

Education will take new and broader concepts, and these will be mirrored in educational radio programs; for radio should always be adapted to education, and not vice versa.

### TEACHERS MAY RECOMMEND STUDENTS FOR

## BIG BROTHER CLUB AWARD

Teachers and others who know instances of outstanding deeds by youngsters who should be recognized for their accomplishment on the "Big Brother Club" program are urged to write The Board of Review, Big Brother Club, KMBC, Kansas City 6, Missouri. Winners will have their names read on the air and will receive a "distinguished service citation" certificate suitable for framing.

Members of the Big Brother Club have pledged themselves to be honest, brave, and useful—in short, good citizens and "Big Brothers." The group or individual you recommend should be an outstanding example of one or all of these qualities.

Awards in the past have been given for such activities as outstanding examples of the collection of waste paper by a school, planning of a war garden by a class, and service as nurses' assistants at a hospital by a Girl Scout troop. Individuals have also received awards.

Write your recommendation for award to The Board of Review, Big Brother Club, KMEC, Kansas City 6, Mo.



**SMOKEY PARKER AND HIS HORSE, "FIRE" . . .**

When announcement was made recently on the "Big Brother Club" that listeners could obtain copies of the above picture in a post-card size print, replies from boys and girls were so numerous that it was necessary to reorder the cards. At last report approximately 1500 requests had been received. —Staff photo.

## Smokey Parker Heard As Singing Cowboy On KMBC 'Big Brother Club'

Since announcement recently that boys and girls who listen to the "Big Brother Club" may become members of the organization and participate in its activities, KMBC's daily children's program is fast becoming a favorite among youngsters in the heart of America. The series features the adventures of Smokey Parker, singing cowboy, and is broadcast each weekday afternoon at 5:30.

Membership entitles each boy and girl to a pin, a card, and a creed in pocket-booklet form. Later it is planned that presentation of the card at sporting events, theatres, and other places of interest to children will admit members at a reduced rate on special "Big Brother Club" days. Educational tours through civic institutions and local industries are also planned.

The "Club" was instituted by KMBC early this year in cooperation with youth agencies of this vicinity. Representatives of these groups continue to serve as an advisory council.

### Smokey Tells His Story

The programs presented from the "clubrooms" are dedicated to wholesome entertainment and to assisting in solving the problems of youth in wartime. A typical program includes the "meeting" of the club at which time items of business such as activities of other youth organizations are brought to the attention of members who are listening. "Big Brother Smokey Parker" presides.

Then Smokey resumes the story of his adventures from where it left off the night before. Smokey, in his adventures, exemplifies all of the qualities characteristic of a true "Big Brother." His constant companion, in addition to his horse, Fire, is a guitar. With it he is apt to break out singing a western song right in the middle of what may seem to be a very dangerous predicament. Recently this device served to put one of his captors to

sleep thus enabling Smokey to make his escape.

### Achievements Are Recognized

An underlying purpose of the club is to give recognition to youth and youth groups for worthwhile accomplishments. In addition to mention in the daily "business" of the club, outstanding achievement is recognized each Friday by a "distinguished service citation" which is presented to the individual or group most nearly exemplifying the qualities of a "Big Brother" during the week. These awards are judged by a committee of community leaders from Kansas City and vicinity.

## Leaders Meet Here With Radio Council

The Radio Council of Greater Kansas City was host to four nationally-known radio personalities during an all-day meeting November 16. Present were Miss Judith Waller, Public Service Program Director, National Broadcasting Company, Central Division; Dr. Harry Summers, Education Director, Blue Network; Mrs. Dorothy Lewis, Coordinator of Listener Activities, National Association of Broadcasters, and Mrs. Frances Farmer Wilder, Consultant on Daytime Programs for the Columbia Broadcasting System.

LISTENING POST published monthly, except during Summer, in behalf of KMBC's Educational Department, R. Edwin Browne, director, Pickwick Hotel, Kansas City 6, Mo.

E. P. J. Shurick  
Director of Sales Promotion  
Dr. Charles F. Church  
Director of Educational Research  
Helen L. Slater  
Editor

## KMBC Executives Attend Stephens Radio Conference

"Programming for the Home of Tomorrow" was the theme of the Third Annual Radio Conference held at Stephens College, Columbia, Missouri, November 17, 18 and 19. Several KMBC staff members and other Kansas Citians had active roles in the meeting.

The conference is held annually for a continuing study of the function of radio in providing education and entertainment in the public service. Leaders in educational broadcasting from across the nation attended.

### KMBC Executives Attend

Karl Koerper, Managing Director of KMBC, spoke on Station Management at the Friday morning general session.

Heading the session on Station Promotion and Publicity at the November meeting was E. P. J. Shurick, Sales Promotion Director of KMBC. Edwin Browne, Director of Education and Religion for KMBC, was chairman of the discussion panel on Religious Broadcasting. Rod Cupp, Program Director of KMBC, was a panel member on two discussions, Farm Problems and Station Advertising Problems.

A recording of a "Joanne Taylor" broadcast was played and evaluated as part of the proceedings. "Joanne Taylor," herself, whose program is heard Monday through Saturday at 9 a.m. on KMBC, also participated in the conference.

### Miss Miller There

Miss Nadine Miller, Radio Director for the Kansas City, Missouri, Public Schools, was member of a resource panel on Frequency Modulation Broadcasting. Several teachers from the Kansas City, Missouri, schools attended.

Mrs. R. L. Dominick, past president of the Kansas City P.T.A., was a member of the Daytime Serial panel group.

A talk and demonstration on the daytime serial was given by Miss Frances Farmer Wilder, Consultant on Daytime Programs of the Columbia Broadcasting System.

### Television Discussed

Other topics discussed at the meeting included What the Individual Station Can do to Promote International Friendship, Television, and Children's Programs.

New developments in radio demonstrated at the conference included the Magnetic Wire Recorder and the Film Recorder.

For the benefit of students at Stephens College a post-conference dinner featuring nationally known guest speakers had as its topic, "Radio as a Profession." More than fifty radio stations participated in the proceedings.

## KMBC Represented At Broadcast Conference

In attendance at the School Broadcast Conference in Chicago recently were Dr. Charles F. Church, Jr., in charge of educational research for KMBC, and Edwin Browne, Education Director.

Dr. Lyman Bryson, Education Director for the Columbia Broadcasting System, is permanent chairman of the conference. The meetings are designed to give broadcasters and users of educational broadcasts in home and classroom an opportunity to get together for mutual planning.

# CULTURAL PROGRAMS FOR THE MONTH

## MONDAYS through FRIDAYS

- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:00 A.M. **SALUTE TO THE STARS AND STRIPES**  
Band music and news of men and women in the armed forces. (Also Saturday.)
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal with Nancy Goode. (Also Saturday.)
- 8:30 A.M. **THE HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-known woman commentator. (Also Saturday.)
- 9:15 A.M. **LIGHT OF THE WORLD**  
Day to day dramatization of the Bible.
- 9:30 A.M. **KMBC HAPPY KITCHEN**  
Recipes and cooking helps with KMBC's home economist, Nancy Goode. (Also Saturday.)
- 11:00 A.M. **KATE SMITH**  
Monday through Friday.
- 12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's farm counselor, Phil Evans, from the KMBC farm.
- 5:30 P.M. **THE BIG BROTHER CLUB**  
Children's program featuring adventures of Smokey Parker, Cowboy, singer.



EVAN FRY

## MONDAY

- 2:30 P.M. **SCIENCE FRONTIERS**  
Careers in science dramatized as part of CBS American School of the Air.
- 3:00 P.M. **INSIDE THE NEWS**  
KMBC Schoolhouse program with Erle Smith and student newscaster reviewing events of the week for upper elementary and high school audience.
- 5:15 P.M. **LYNN MURRAY**  
Orchestra and chorus of stars. (Also Wednesday and Friday)
- 8:00 P.M. **LUX RADIO THEATER**  
Presentation of important screen plays from radio's best-known theater.

## TUESDAY

- 2:30 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on American School of the Air.
- 8:30 P.M. **THE AMERICAN STORY**  
Dramatized stories of fighting men and the men and women on the production lines.
- 9:45 P.M. **CONGRESS SPEAKS**  
Members of Congress on important current subjects.
- 10:30 P.M. **"THIS IS MY BEST"**  
Dramatization each week of a different work, considered by the author to be his best.



GENE DENNIS  
of KMBC's "American Story"

## ARE YOU EDUCATED ?

More and more adults every day are listening to the "American School of the Air" in their homes, their offices, in factories.

Education, for them, begins where formal schooling stopped.

Are you educated?

## WEDNESDAY

- 2:30 P.M. **NEW HORIZONS**  
World geography on American School of the Air.
- 3:00 P.M. **FUN WITH FACTS**  
Science and history of the region with a different class on the air each week from KMBC Schoolhouse, for upper elementary grades.
- 9:00 P.M. **GREAT MOMENTS IN MUSIC**  
Excerpts from great operas, operettas.

## THURSDAY

- 2:30 P.M. **TALES FROM NEAR AND FAR**  
Modern and classical stories on American School of the Air.
- 3:00 P.M. **THE CLASSIC HOUR**  
Mrs. Aubrey Waller Cook, pianist.
- 7:00 P.M. **KANSAS CITY PHILHARMONIC ORCHESTRA**
- 9:45 P.M. **HEAR THE HEART OF AMERICA**  
Special events of and for the Heart of America.

## DAILY NEWS SERVICE

- HENRY GOODMAN**  
6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.
- JOHN CAMERON SWAYZE**  
12:00 Noon, 12:55 P.M., Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 1:55, 6:00, 9:30 P.M., Sunday.
- ERLE SMITH, NEWS EDITOR**  
3:25, 6:00, 9:30, 11:00 P.M., Monday through Saturday.
- THE WORLD TODAY**  
6:15 P.M., Monday through Saturday.
- JOSEPH C. HARSCH**  
6:25 P.M., Monday through Friday.
- BILL HENRY**  
7:55 P.M., Monday through Friday (Bob Trout, Saturday, Sunday.)
- CBS NEWS ROUNDUP—12:00 Midnight, daily.**  
**NEWS OF THE WORLD—8:00 A.M., Sunday.**  
**EDWARD R. MURROW—12:30 P.M., Sunday.**  
**WORLD NEWS TODAY—1:30 P.M., Sunday.**  
**WILLIAM L. SHIRER—4:45 P.M., Sunday.**  
**EDWIN C. HILL, HUMAN SIDE OF THE NEWS**  
5:15 P.M., Tuesday.

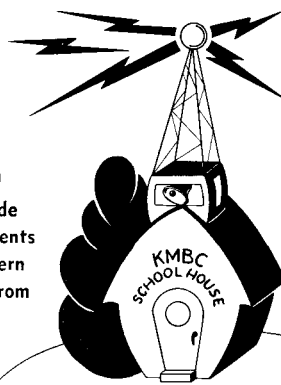


JOHN C. SWAYZE  
of the KMBC News Staff

## NOTICE TO TEACHERS

You may now listen to three programs each week from "KMBC Schoolhouse" designed especially for listening in classrooms at certain age levels. On Mondays, for upper elementary and high school, "Inside the News"; Wednesdays, for upper elementary grades, "Fun with Facts"; Fridays, for primary grades, "The Magic Book."

Old-fashioned  
Knowledge Made  
Real to your Students  
through a Modern  
Device, Radio, from



**K M B C SCHOOLHOUSE**

## FRIDAY

- 2:30 P.M. **THIS LIVING WORLD**  
Current events and postwar problems dramatized on the American School of the Air. Local student groups appear on the air during the last 10 minutes of the program to discuss the problem of the day.
- 3:00 P.M. **THE MAGIC BOOK**  
Caroline Ellis tells stories for primary grades from the pages of "The Magic Book," in this KMBC Schoolhouse series.

## SATURDAY

- 8:45 A.M. **GARDEN GATE**  
"Old Dirt Dobber" on gardening pleasures and problems.
- 10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.
- 5:15 P.M. **THE PEOPLE'S PLATFORM**  
Guests hold an informal discussion of social, economic, and political issues.

## SUNDAY

- 8:30 A.M. **LITTLE OFFICE BEHIND THE CHURCH ORGAN**  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:00 A.M. **CHURCH OF THE AIR**  
Services conducted by representatives of the major faiths.
- 10:05 A.M. **BLUEJACKET CHOIR**  
Great Lakes Naval Training Station Choir.
- 10:30 A.M. **WINGS OVER JORDAN**  
Spirituals and religious talks.
- 11:00 A.M. **STONE CHURCH SERVICE**  
Stone Church Choir and speakers in morning worship originating at the church.
- 11:30 A.M. **REPORT TO THE NATION**
- 2:00 P.M. **NEW YORK PHILHARMONIC-SYMPHONY**  
With Carl Van Doren and chapters from the "American Scriptures."
- 3:30 P.M. **PAUSE THAT REFRESHES ON THE AIR**  
Andre Kostelanetz, composer-conductor, with guest soloists.
- 4:00 P.M. **THE FAMILY HOUR**  
Patrice Munsel, soprano, and a varied musical program.
- 6:15 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.
- 8:00 P.M. **RADIO READER'S DIGEST**  
Dramatizations from the pages of the magazine.
- 9:45 P.M. **EYE WITNESS NEWS**  
Dramatized war news.
- 10:30 P.M. **KATE SMITH HOUR**  
Kate Smith, Ted Collins, and a weekly galaxy of guest stars.

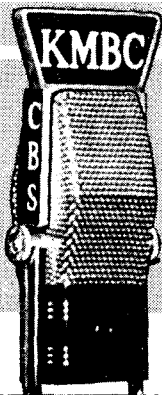
## FEATURE OF THE MONTH

Join the KMBC audience for a journey into the mythical land of the Masters of Music—each Thursday evening at seven. Spend a half-hour at dinner or afterwards with Kansas City's own Philharmonic Orchestra, brought into your home for a private concert.

And if you have an FM radio, all the better—the rich tones and colors of each instrument will reach you with fidelity over KMBC—FM.

That's Thursday, at seven—the Kansas City Philharmonic Orchestra!





# LISTENING POST

*for Education on the Air*

Vol. 2 No. 2

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

March-April, 1945

## Koerper Puts K. C. Red Cross Drive Well Above Quota

With Karl Koerper, vice president and managing director of KMBC, at the helm as general chairman, Kansas City's 1945 Red Cross campaign for \$1,195,000 has been over-subscribed by more than a quarter of a million dollars. A total of \$1,422,504.60 has already been reached, \$227,504.60 above the quota set by the national organization. Late subscriptions, still coming in, may raise the final figures even higher.



KARL KOERPER . . .

The women's division, headed by Mrs. Henry N. Ess, raised \$215,850 in 45,000 house-to-house calls, and war plant contributions totaled \$175,202, or almost double the subscription from that source last year.

Sponsors of commercial programs originating with KMBC are to be commended for their whole-hearted cooperation in devoting entire programs or portions of programs to the campaign, says Mr. Koerper.

During a period of two and a half weeks, 22 individual KMBC programs were used to carry the Red Cross message, including "The Happy Home" with Caroline Ellis, "Joanne Taylor's Fashion Flashes," "Big Brother Club," Pratt & Whitney's "Salute to the Stars and Stripes," "The War's Words," and "Hear the Heart of America."

Throughout one day of the campaign, all CBS network programs devoted time to the nation-wide drive, and on opening day in Kansas City, all KMBC newscasts gave part of their air time to the local effort.

Mr. Koerper spoke over all Kansas City stations, representing all major networks, in behalf of the drive, and finished up as a guest on Tom Breneman's "Breakfast in Hollywood" on the Blue network, broadcast from Kansas City.

## DR. I. KEITH TYLER TALKS TO TEACHERS

Urging that radio be put to work as an instrument of education, Dr. I. Keith Tyler, director of radio education at Ohio State University, recently spoke before 200 members of the administrative and supervisory staff of the Kansas City public schools, at a meeting called to acquaint them with the Radio Institute for Teachers, which KMBC is conducting in Kansas City the last three weeks in June.

Not the school system but the radio is the great educational agency of today, Dr. Tyler declared. "My reason for making this statement," he continued, "is that the clientele of radio is between the ages of 4 and 104, while the clientele of the public schools is between the ages of 6 and 16.

"Furthermore," said Dr. Tyler, "the average child in America, according to a recent accredited survey, listens to the radio between two and two and a half hours a day, seven days a week, twelve months a year."

Radio listeners are voluntary, he pointed out, with a purpose for listening. Children in school, on the other hand, are subjected to an imposed curriculum. Radio can be used to sensitize boys and girls to their problems, to develop appreciation, to sharpen their understanding of today's world, and to stimulate the creative arts, he emphasized.

Dr. Tyler was introduced by Karl Koerper, vice president and managing director of KMBC.

## KMBC'er Heads Up Radio Committee

Karl Koerper, vice president and managing director of KMBC, will go to New York early in May to attend a meeting of the newly formed Council on Radio Journalism, organized in Chicago after the January meeting of the NAB news committee, of which Mr. Koerper is chairman. Committee to study the training of radio-journalism teachers will make its first report at the May meeting.

With F. S. Siebert of the University of Illinois as president, the Council consists of five members representing the radio industry and five educators.

Besides Mr. Koerper, members from radio are Paul White, head of the news department of CBS; Arthur Stringer, NAB promotion director; William Brooks of NBC; and E. R. Vadeboncoeur of WSYR, Syracuse.

Representing education are Mitchell Charnley of the University of Minnesota; Wilbur Schramm, University of Iowa; I. Keith Tyler, Ohio State; Floyd Baskette, Emory University, Atlanta; and Mr. Siebert, who is president of the American Association of Schools and Departments of Journalism.

## KMBC ORIGINATES CHURCH OF THE AIR

Columbia's Church of the Air again came to KMBC for its origination on Sunday, March 4. The series is now in its fourteenth year of continuous broadcasts, presenting two devotional programs each Sunday. The service from KMBC was conducted by Dr. Frederick M. Smith, President of the Reorganized Church of Jesus Christ of Latter Day Saints. Music was provided by the radio choir of the church, directed by Franklyn S. Weddle, with Bethel Davis as organist. Production was under the direction of Lee Stewart, assistant production manager of KMBC.

## Girl Scout Anniversary Brings Special Program

KMBC helped celebrate the thirty-third anniversary of the Girl Scouts of America with numerous mentions on Joanne Taylor's program, KMBC's News, Caroline Ellis' Happy Home and The Big Brother Club.

A special Girl Scout program was aired Saturday, March 10th, at 3:15 p.m., CWT, bringing Girl Scouts from all classes, Brownies, Intermediates, Seniors, Mariners and Wing Scouts, to the KMBC microphone in a new type of Quiz program.

Questions fired by KMBC's Radio Schoolmaster, Tom Eells, brought out the facts that 33 years ago, in Savannah, Georgia, the first Girl Scout Troop was organized by Miss Juliette Low. Since then the organization has grown to a total membership this year of more than a million, with Girl Scouts active in every form of home front aid to the war effort and world peace.

## KMBC Easter Observance

Easter services from Arlington National Cemetery, with high government and service officials taking part, and the placing of the traditional cross of lilies at the Tomb of the Unknown Soldier, were broadcast over KMBC on Easter Sunday as part of KMBC's observance of the day.

Other world-famous Easter ceremonies were brought to the station's listeners over the CBS network, with the twenty-fifth annual service of the Garden of the Gods, at the foot of Pike's Peak, heard.

Services from Camp Wheeler, Georgia, and from the Moravian Church in Winston-Salem, North Carolina, were also carried. And in the afternoon, the New York Philharmonic presented Bach's Passion of St. Matthew, with Bruno Walter conducting.

## KMBC Will Open Radio Institute in K. C. June 11-29

Announcement of KMBC's first Radio Institute for Teachers, to be held in Kansas City June 11-29, has just been made by Dr. Charles F. Church, Jr., director of education of KMBC.

The Institute, one more instance of KMBC's recognition of radio as a social force, is being established in cooperation with the University of Kansas and the Kansas City public schools, with the University granting two hours' graduate credit for work completed.

### Dr. Church Directs

Under the direction of Dr. Church, with Arthur B. Church, president of the Midland Broadcasting Company, as ex-officio director, the advisory board will include Karl Koerper, managing director of KMBC; Deane Malott, chancellor of the University of Kansas; Dr. E. B. Stouffer, dean of the Graduate School of the university, and Dr. F. P. O'Brien, professor of education; Dr. Clarence Decker, president of the University of Kansas City; Herold C. Hunt, superintendent of schools, Kansas City, Missouri; F. L. Schlagle, superintendent of schools, Kansas City, Kansas, and president of the National Education Association; and the Most Reverend Edwin B. O'Hara, bishop of the Catholic Diocese of Kansas City.

### Lyman Bryson to Come

Members of the KMBC staff will participate in the Institute, while guest personalities from the field of educational radio will augment the regular faculty.

Dr. Lyman Bryson, educational director of the Columbia Broadcasting System; Paul White, CBS news chief; and John J. Karol of Columbia's sales and market research department are scheduled to appear, with other lecturers to be announced later.

During the opening week, Edgar B. Gordon of the University of Wisconsin will lecture, with demonstrations, on the building of music programs.

On the regular staff will be Mortimer Frankel, associate script editor of CBS; George Jennings, acting director of the Radio Council, Station WBEZ, Chicago public schools; Harold B. McCarty, director of Station WHA, the Wisconsin School of the Air, and of the division of radio education of the university; Margaret Snyder, also of WHA; Kenneth G. Bartlett, director of the Radio Workshop of Syracuse University; Marguerite Fleming, director of the Drama and Radio Workshop, South High School, Columbus, Ohio; and Elizabeth Goudy Noel, author of "Airlanes to English," and a former director of the visual and radio education workshop of the University of Southern California during the summer.

(Continued on Page 3)

## Robin D. Compton Named Technical Director of KMBC

With KMBC's plans already well under way for post-war expansion into television and facsimile radio, as well as frequency modulation broadcasting on an increasing scale, Arthur B. Church, president of the station, announces the appointment of Robin D. Compton, brilliant young engineer, as technical director of the Midland Broadcasting Company.

In taking up his duties at KMBC, Mr. Compton returns to the part of the country in which he was reared and educated and did his first radio work. He has been associated with the Radio Corporation of America and with the National Broadcasting Company for the last twelve years, coming to Kansas City from the post of television technical director of Rockefeller Center in New York, the home of NBC.

Construction of a KMBC television and facsimile laboratory for the research and experiment which will engage much of Mr. Compton's time is already in progress on the thirtieth floor of the Power & Light Building in Kansas City.

At the time Mr. Compton's appointment was made public, Mr. Church also announced the sale of the Midland Radio & Television Schools, Inc., to Gerry L. Taylor, president and active head of the schools. The organization will now be known as Central Radio & Television, the Midland name being retained by the Midland Broadcasting Company and KMBC.

## Part of Sunflower Workers In Siege of Stalingrad Told on 'American Story'

A story of the Kansas prairies that helped turn the tide at Stalingrad, a story never told before, one that begins close to the banks of the Kaw and ends only at Iwo Jima, was broadcast on KMBC's "American Story" on March 27, to mark an anniversary.

It was not the anniversary of the Battle of Tunisia, though that, too, is part of the story. It was the anniversary of "The Miracle of the Prairies," March 24, 1943, when two words going out from the production lines of the Sunflower Ordnance Works at DeSoto, Kansas, were to break the siege of Stalingrad and sound retreat for Hitler on the Eastern Front.

The words were "Tests okay!" "Tests okay!" on the great new weapon of World War II, Sunflower's Rocket Powder, turned out on a 12,000-acre plant of the Hercules Powder Company at DeSoto.

"Tests okay!" brought the British Supply Mission to DeSoto, followed almost immediately by the Soviet Union Purchasing Commission, in the anxious days of the summer of 1943. Then . . .

Two and a half tons of the new powder go out from DeSoto by fast express to an inland copper town, Great Falls, Montana! There, great Soviet transport planes pick up the load, fly it to Moscow. Days later Moscow radios, "Send more. Russia will take all the powder you can produce."

Now it goes by convoy, shipload after shipload, zigzagging over the lanes of submarine-infested ocean routes on the most dangerous passage of the North Atlantic . . . the Murmansk run!

At Lloyd's in London and in Britain's House of Commons it is known that 34 Allied ships have been lost in a merchant convoy of 38 vessels on one Atlantic crossing.

But Britain no longer controls the Mediterranean. Murmansk is the only port of entry for desperately needed Soviet supplies. Again and again the Murmansk run is made . . . and because of rocket powder delivered over that route, Stalingrad holds! One of the world's decisive battles has been won!

More rocket powder goes to Britain's royal navy for the Sicilian campaign. The U.S. takes the Marianas, Saipan and Tinian. Landing craft equipped with rocket launchers cover the beachheads of Normandy on D Day. American attack planes take off with rocket launchers tucked under their wings. Corregidor falls, Manila is recaptured. And because of rocket powder, the Stars and Stripes go up on Iwo Jima.

History waits even now to record this home-front story: to tell how warplant workers on the plains of Kansas helped win battles that will stand with Tours and Crecy; to tell how Stalingrad became a name to challenge Constantinople.

KMBC's "American Story," heard every Tuesday, 8:30-9:00 p.m., CWT, is sponsored by the Citizens War Manpower Committee and the Sunflower Ordnance Works.

Written and produced by Gene Dennis, coordinator of war activities of the station, it has a large cast, including Mr. Dennis, as narrator, Lee Stewart, David Andrews, Art Ellison and Bill Manning, with Cree Hartley handling the sound effects.

Music is under the direction of P. Hans Flath, who uses the specially built studio organ and a mixed quartet of voices. A special guest of the Sunflower anniversary program was Lt.-Col. Donald M. Hyde, commanding officer of the Sunflower plant, who spoke at the conclusion of the show.

### KEEPER OF THE MAGIC BOOK

## KMBC's Caroline Ellis

*Listening Post presents a portrait of the woman back of KMBC's entrancing childhood program, "The Magic Book," heard on Fridays at 2:15 p.m., CWT.*

There are women born to become great personalities, to burn like magnificent blue stars throughout their lifetime, as others are born to more prosaic destinies.

Such a woman is Caroline Ellis, KMBC's nationally known woman commentator. Two generations earlier, she might have been a Lucretia Mott, a Susan B. Anthony, an Elizabeth Cady Stanton; might even have gone—smartly furred and hatted—to jail with Emmeline Pankhurst.

But in the days since Mrs. Pankhurst fought for women's rights, women themselves have found a more cogent weapon. If the pen is mightier than the sword, so, too, is the silver voice of radio more persuasive than the hatchet Carry Nation used.

Caroline Ellis has been in radio nearly fifteen years, and her record has been spectacular. But as is true of many brilliant successes, the foundation of hers was driven deep in the solid rock of creative living.

Today when people ask Caroline what she talks about on the air, she replies, "Oh, anything that interests me." That usually throws them for the next ten lines of the script. What they don't know is that what interests Caroline is something for the book!

Before she entered radio, Caroline had had outstanding careers in three other fields: farming, journalism and retailing. And when Caroline says farming, she means *farming*—cooking for thrashers, breeding hogs to ship by the carload. Only when she was widowed did she seek a career outside her home.

The story begins with Burris Jenkins, when that nationally known clergyman-publisher was making history on the old Kansas City Post. Most women, even those who later scale the heights, start out modestly in journalism. Caroline Ellis began by writing editorials and a signed column for Dr. Jenkins, whose latter-day experiment in the Charles M. Sheldon type of journalism had focused the eyes of the entire country upon his newspaper.

The 'twenties arrived. Retailing burst like a rocket on the consciousness of career-minded women throughout this bright land. Midway of the decade, it occurred to Caroline that maybe *she'd* like retailing.

That was the beginning. The end was somewhat different. Before she finished with retailing, she had been office manager, educational director—and buyer for one of Kansas City's largest department stores.

There was a shining new bauble called radio. Few people took it seriously. Caroline, who is both an iconoclast and a dramatist at heart, believed that radio could be used to sell. Thus, when an advertising agency called her for consultation in 1932, Caroline casually produced a plan which was to revolutionize department store advertising. The program she originated then, with phenomenal results, is still on the air, unchanged as to format, content, or even time of day.

One of the largest mail order houses in the country wanted Caroline. She became Mary Ward, speaking regularly on the air. One of her talks sold 1617 pairs of hose; another, 9297 yards of percale; a third, 7242 towels.

She took a foods account for General Mills. After a 13-week tryout, the show, written by Caroline and produced by Fran Heyser of KMBC, was placed on the full Red network from Chicago.

Caroline's next move placed her among that company, small and most select, of independent commentators, of whom, among women, perhaps only Caroline Ellis can be compared with Dorothy Thompson. And when Caroline Ellis' epitaph is written, it will might take the immortal form of Edna Millay's sonnet for Inez Milholland:

"Upon this marble bust that is not I,  
Lay the round, formal wreath that is not fame . . ."

Her latest program, and one of the most successful, is "The Magic Book," prepared in cooperation with the public schools of Kansas City, for broadcast to the class room. Children love it, and it is safe to say that they will remember the stories dramatized on "The Magic Book" for all of their lives.



CAROLINE ELLIS

## Sam Molen Much Interested In All Collegiate and Scholastic Sports

Although Sam Molen, KMBC's director of sports, broadcasts two commercial programs daily and handles two additional sports shows over the weekend, he has also found time to do a bang-up job on collegiate and scholastic sports during his first year with the station, and even to create transcribed short-wave broadcasts for the Armed Forces' Overseas Radio.



SAM MOLEN

Sam, who scarcely got one tournament backed off the board during the year before another hove to, is about to call it a season for academic sports, however.

Last up for his roving microphone was the National College Athletic Association's western basketball playoff, held in the Municipal Auditorium in Kansas City on March 23-24, with teams from the four districts west of the Mississippi entered in the tourney.

The University of Arkansas represented the Southeast district; Oklahoma A. & M. the Midland;

Rocky Mountain district sent the University of Utah, while the University of Oregon represented the West Coast.

Play-by-play accounts of the finals and semifinals were broadcast, with Oklahoma A. & M. taking the title. The Stillwater team then went East to meet New York University, winner of the eastern playoff, returning with the NCAA national championship.

Sam also broadcast the National Intercollegiate Invitational Tournament, held in Kansas City earlier in March, with such schools as John Pepperdine College of Los Angeles, Eastern Kentucky, Eastern Washington, and the University of Wichita among the sixteen teams.

Final game was won by Loyola University of the South, of New Orleans, with Sam's broadcast going overseas by short wave to the armed forces.

The Missouri Valley Big Six Indoor Track and Field Meet, also held in the Municipal Auditorium, was broadcast during March, and Molen had, of course, covered the entire Big Six football season on a commercially sponsored series. Altogether, Sam thinks it's been quite a year, and so does KMBC.

### "The War's Words"

Rapidly changing military events on the world front are constantly introducing new words in the daily news. Realizing that it is almost impossible for the average listener to have a full understanding of the news without knowing the significance of these new words from the world fronts, KMBC has established a series of weekly quarter-hour programs titled "The War's Words."

Written and produced by KMBC's coordinator of war activities, Gene Dennis, and narrated by Lee Stewart, chief announcer, each of these programs of "The War's Words" includes the four most important words to gain prominence in the preceding week's military accounts. Many of the words are the names of cities, military leaders or world personalities, and, in past programs, some of the war words have been the names of new and important weapons in the military news. If the war word is the name of a city or locale, the description includes the historical background of the word.

## KMBC Will Open Radio Institute K.C. June 11-29

(Continued from Page 1)

Aims of the course, as announced by Dr. Church, are to aid the teacher in the more effective use of radio for class work; to help her understand the role of radio in the American way of life; to allow her to evaluate radio programs in terms of the educational needs of students; and to present radio script writing.

LISTENING POST published monthly, except during summer, in behalf of KMBC's Educational Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education  
Tom Eells  
Assistant in Education  
E. P. J. Shurick  
Director Promotion and Press Relations  
Helen L. Slater, Editor

## Betty Parker Joins KMBC as Director of Food Programs

Miss Betty Parker of Chicago has just taken over the post of director of home economics of KMBC, Rod Cupp, program director of the station, announces.

Miss Parker joins KMBC directly from the American Meat Institute of Chicago, where she had served in public relations for the last two years, preparing weekly radio food scripts for a list of more than 400 leading stations throughout the



BETTY PARKER . . .

country; furnishing clip sheets to home economists; and issuing publicity releases. She also did demonstration work and merchandising for the Institute.

Previous to the Meat Institute, Miss Parker was with Swift & Company of Chicago as a test-kitchen economist.

Her affiliation with KMBC brings her to a station with one of the oldest and best established food-service departments in the country, a station producing three home-maker programs daily, two of which are devoted to foods. Miss Parker will handle both foods programs, the KMBC Food Scout at 8:15 a.m., Monday through Saturday, and the KMBC "Happy Kitchen," at 9:30, Monday through Friday, and 9:15 on Saturday. The "Happy Kitchen," a quarter-hour strip throughout the week, has just been expanded to a half hour on Saturday.

Miss Parker is a graduate of one of the country's best known agricultural colleges, Iowa State, at Ames, where her father is a member of the faculty. She is a member of Theta Sigma Phi, women's journalism fraternity, the American Association of University Women, and Home Economists in Business, a professional organization.

She will be available for a limited number of speaking engagements, and has already appeared before the A.A.U.W. in Atchison, Kansas.

## BBC Salutes KMBC

A five-minute BBC program "saluting the listeners of Radio Station KMBC in America" was heard from London recently as part of a regular series of Thursday quarter-hour programs, during which the British Broadcasting Corporation pays tribute to U.S. stations. Three stations receive the salute at each broadcast. Program was heard in Kansas City on 15,310 kc.



KMBC's "American Story" goes on the air from Studio A, Gene Dennis, directing; David Andrews facing the center microphone. P. Hans Flath, KMBC's director of music, is at the console, directing the mixed quartet which furnishes the musical background for the production. The show is sponsored by the War Manpower Committee and Hercules Powder.

# CULTURAL PROGRAMS FOR THE MONTH

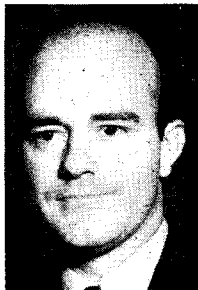
ALL TIMES CENTRAL WAR TIME. KMBC "SCHOOLHOUSE OF THE AIR," MWF, 2:15 P. M.

## MONDAYS through FRIDAYS

- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:00 A.M. **SALUTE TO THE STARS AND STRIPES**  
Band music and news of men and women in the armed forces. (Also Saturday.)

- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday.)

- 8:30 A.M. **THE HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-known woman commentator. (Also Saturday.)



LEE STEWART  
KMBC's Chief  
Announcer

- 9:15 A.M. **LIGHT OF THE WORLD**  
Day to day dramatization of the Bible.
- 9:30 A.M. **KMBC HAPPY KITCHEN**  
Recipes and cooking helps with KMBC's home economist. (Also Saturday.)
- 11:00 A.M. **KATE SMITH**  
Monday through Friday.
- 12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's farm counselor, Phil Evans, from the KMBC farm.
- 5:30 P.M. **THE BIG BROTHER CLUB**  
Children's program featuring adventures of Smokey Parker, Cowboy singer.

## MONDAY

- 2:15 P.M. **INSIDE THE NEWS**  
KMBC Schoolhouse program with Erle Smith and student newscaster reviewing events of the week for upper elementary and high school audience.
- 2:30 P.M. **SCIENCE FRONTIERS**  
Careers in science dramatized as part of CBS American School of the Air.
- 5:15 P.M. **JIMMY CARROLL SINGS**  
Musical program with orchestra and chorus. (Also Wednesday and Friday.)
- 8:00 P.M. **LUX RADIO THEATER**  
Presentation of important screen plays from radio's best-known theater.

## TUESDAY

- 2:15 P.M. **TWIN ORGANS**  
P. Hans Flath and Leigh Havens in a quarter hour of the best that modern and classical music offers.
- 2:30 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on American School of the Air.
- 8:30 P.M. **THE AMERICAN STORY**  
Dramatized stories of fighting men and the men and women on the production lines.
- 9:00 P.M. **SERVICE TO THE FRONT**  
How the army trains and equips the men who go into battles.
- 9:45 P.M. **CONGRESS SPEAKS**  
Members of Congress on important subjects.
- 10:30 P.M. **"THIS IS MY BEST"**—Orson Welles  
Dramatization each week of a different work, considered by the author to be his best.



P. HANS FLATH  
Director of Music

## WEDNESDAY

- 2:15 P.M. **FUN WITH FACTS**  
Science and history of the region with a different class on the air each week from KMBC Schoolhouse, for upper elementary grades.
- 2:30 P.M. **NEW HORIZONS**  
World geography on American School of the Air.
- 9:00 P.M. **GREAT MOMENTS IN MUSIC**  
Excerpts from great operas, operettas.

## THURSDAY

- 2:15 P.M. **THE CLASSIC HOUR**  
Mrs. Aubrey Waller Cook, pianist.
- 2:30 P.M. **TALES FROM NEAR AND FAR**  
Modern and classical stories on American School of the Air.
- 5:15 P.M. **THE WAR'S WORDS**  
Listeners gain an understanding of unfamiliar terms in war and world news.
- 9:45 P.M. **HEAR THE HEART OF AMERICA**  
Special events of and for the Heart of America.

## DAILY NEWS SERVICE

- HENRY GOODMAN**  
6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.
- JOHN CAMERON SWAYZE**  
12:00 Noon, 12:55 P.M., Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 1:55, 6:00, 9:30 P.M., Sunday.
- ERLE SMITH, NEWS EDITOR**  
3:25, 6:00, 9:30, 11:00 P.M., Monday through Saturday.
- THE WORLD TODAY**  
6:15 P.M., Monday through Saturday.
- JOSEPH C. HARSCH**  
6:25 P.M., Monday through Friday.
- BILL HENRY**  
7:55 P.M., Monday through Friday (Ned Calmer, Saturday, Sunday.)
- ED MURROW**  
Ace CBS Newsmen
- CBS NEWS ROUNDUP**—12:00 Midnight, daily.
- NEWS OF THE WORLD**—8:00 A.M., Sunday.
- EDWARD R. MURROW**—12:45 P.M., Sunday.
- WORLD NEWS TODAY**—1:30 P.M., Sunday.
- WILLIAM L. SHIRER**—4:45 P.M., Sunday.
- EDWIN C. HILL, HUMAN SIDE OF THE NEWS**  
5:15 P.M., Tuesday.



## "SCHOOL OF THE AIR"

### MONDAY—SCIENCE FRONTIERS

- April 2 Drugs and Doctors—Pharmacology
- " 9 Electronic Age — Electrical Engineering
- " 16 The Microphone—Radio Engineering
- " 23 Charting the Course—Cartography

### TUESDAY—GATEWAYS TO MUSIC

- April 3 The Story of the Dance
- " 10 Pan America
- " 17 America Singing
- " 24 With Our Fighting Men

### WEDNESDAY—NEW HORIZONS

- April 4 Fuel For Power—Ruhr Valley
- " 11 World Port—London
- " 18 United By Steel—Chicago
- " 25 World Communication—New York

### THURSDAY—TALES FROM FAR AND NEAR

- April 5 Freddy the Detective
- " 12 He Wouldn't Be King
- " 19 Johnny Tremain
- " 26 The Arkansas Bear

### FRIDAY—THIS LIVING WORLD

- April 6 Frontiers For Youth
- " 13 Peace and the Americas
- " 20 Is World Organization Possible?
- " 27 Understanding Our World

## FRIDAY

- 2:15 P.M. **THE MAGIC BOOK**  
Caroline Ellis tells stories for primary grades from the pages of "The Magic Book," in this KMBC Schoolhouse series.
- 2:30 P.M. **THIS LIVING WORLD**  
Current events and post-war problems dramatized on the American School of the Air. Local student groups appear on the air during the last 10 minutes of the program to discuss the problem of the day.



FRAN HEYSER  
Producer of  
"The Magic Book"

## SATURDAY

- 8:45 A.M. **GARDEN GATE**  
"Old Dirt Dobber" on gardening pleasures and problems.
- 10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.
- 11:30 A.M. **COLUMBIA COUNTRY JOURNAL**  
Farm experts and guest speakers, with important farm legislation reported by Chuck Worcester.
- 1:25 P.M. **CAMP FIRE GIRLS**  
MRS. COOK of "The Classic Hour"
- 2:00 P.M. **REPORT TO THE NATION**
- 3:00 P.M. **REPORT FROM WASHINGTON**
- 3:30 P.M. **ASSIGNMENT HOME**  
Problems of service men returned to civilian life.
- 4:00 P.M. **PHILADELPHIA ORCHESTRA**  
One of America's great symphony groups.
- 5:15 P.M. **THE PEOPLE'S PLATFORM**  
Guests hold an informal discussion of social, economic, and political issues.



## SUNDAY

- 8:30 A.M. **LITTLE OFFICE BEHIND THE CHURCH ORGAN**  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:00 A.M. **CHURCH OF THE AIR**  
Services conducted by representatives of the major faiths.
- 10:30 A.M. **WINGS OVER JORDAN**  
Spirituals and religious talks.
- 11:00 A.M. **STONE CHURCH SERVICE**  
Stone Church Choir and speakers in morning worship originating at the church.
- 11:30 A.M. **TRANSATLANTIC CALL**  
Britain and America meet each other, creating an understanding that makes for good will and enduring peace.
- 12:30 P.M. **PROBLEMS OF THE PEACE**  
Dr. Lyman Bryson, CBS director of post war studies and educational broadcasts, discusses world crises.
- 2:00 P.M. **NEW YORK PHILHARMONIC-SYMPHONY**  
Distinguished leaders of science in intermission talks.
- 4:00 P.M. **THE FAMILY HOUR**  
Patrice Munsel, soprano, and a varied musical program.
- 6:15 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.
- 8:00 P.M. **RADIO READER'S DIGEST**  
Dramatizations from the pages of the magazine.
- 10:30 P.M. **KATE SMITH HOUR**  
Kate Smith, Ted Collins, and a weekly galaxy of guest stars.





# LISTENING POST

*for Education on the Air*

Vol. 2, No. 5

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

November, 1945



THE PEOPLE, INCORPORATED . . .

Mayor John B. Gage (third from left) appeared with the cast of "The People, Inc.", on the first broadcast of the 25-week series. Others pictured, left to right, are: Fran Heyser, KMBC production manager; Lynn Rowan; Gene Dennis, special events director; Lee Stewart, head announcer, and Bob Liggett, continuity chief.

## Municipal Problems Are the Theme of "The People, Inc."

The People, Inc., a new series of programs now in its ninth week over KMBC, is proving an exceptional success in educating listeners as to the functions of various phases of city government and the development of public facilities in Kansas City.

A dramatic series presented in cooperation with Dr. W. D. Bryant of the Kansas City department of research and information, the shows are enacted by members of the KMBC talent staff. Leading city officials, including Mayor John B. Gage, also have appeared on the series.

### Transcriptions For Schools

Transcriptions of the program, on the air at 9:45 Thursday nights, will be available for the use of social science classes of the Kansas City public schools.

Beginning with a dramatic montage explaining the scope of city government, the series has brought before the audience the stories of the city's post-war public works projects, the parks and playgrounds, the welfare services, health services and the fire department.

### Shows On Many Subjects

The program scheduled for November 15 deals with the city's food inspection service. Subsequent shows will present the story of the police department, an explanation of city planning and zoning, a glance into the municipal courts. Developments in public works, the municipal auditorium, the city mar-

## Manuals for American School of the Air Now Being Mailed Teachers

Your request for the 1945-46 CBS American School of the Air calendar manuals will be filled as quickly as more manuals are received from New York. There has been an unprecedented volume of requests for these manuals, requiring an additional order from the Columbia Broadcasting System. Therefore, it has been impossible for all requests to be promptly filled.

In the meantime, please follow the schedule of this series as it is listed on page four of LISTENING POST. The programs are outlined for you there as they will be broadcast daily from KMBC at 2:30-3:00 p.m. CST.

ket and the expanding Kansas City aviation program also will be dramatized. "City Operation" will explain how municipal employees are hired and how city property is insured. On other programs of the series listeners will hear how a city ordinance is drawn up and passed, and how the city government maintains relations with state and federal administrative bodies.

## Series for Veterans

Four programs entitled "Attorney for the Veteran," a public service presented by KMBC in cooperation with the American Bar Association, brings a panel of four Kansas City lawyers along with members of the KMBC staff giving authoritative answers on veterans' rights and benefits. The programs are being broadcast on KMBC at 9:45 on Friday evenings.

## Kansas City Philharmonic Orchestra Goes on Air for Twenty-Week Series

Another brilliant season of half-hour concerts by the Kansas City Philharmonic orchestra under the direction of Efrem Kurtz began on October 25 over station K M B C and will be heard each Thursday night at 7 o'clock for a 20-week period.

Broadcast from the Musician's association clubrooms in Kansas City, selections played on the programs thus far have ranged from a toccata by Bach to dances from a current Russian opera by Khatchatourian.

Last year the initiation of a full series of broadcasts of the 85-piece orchestra placed Kansas City in a class with New York, Boston, Detroit, San Francisco and Los Angeles, the only other cities having symphony groups with a completely sponsored radio season. In 1943, the orchestra broadcast a series of four concerts.

Randolph E. Walker, president of the Aireon Manufacturing company, sponsor of the concerts, remarked: "In sponsoring the 1945-46 season, we hope to interest thousands of additional people in this great civic organization."

In commenting further upon the weekly broadcasts, Dale M. Thompson, president of the Kansas City Philharmonic association, said, "It pleases us, especially, that the medium of broadcast will, for the third consecutive year, permit thousands of people in this area to hear and enjoy the Kansas City Philharmonic orchestra on their radios."

## Teachers' Outlines Available for Three 'Schoolhouse' Programs

Outlines are now available to teachers who would like to have them for use with the KMBC Schoolhouse series (heard daily at 2:15 CST). The programs for which outlines are prepared include "The Magic Book," "Fun With Facts" and "Music Time." Teachers who would like this extra help in classroom utilization will receive outlines each week in advance of the programs, upon request.

For this service, teachers are invited to write a card or letter, listing the programs for which outlines are desired, and address the request to KMBC Schoolhouse, Pickwick Hotel, Kansas City 6, Missouri.

Any comments or suggestions you may wish to offer concerning the programs named above, or "Inside the News" and "High School Curtain Call," will be very much appreciated.

In addition to widening the orchestra's audience, the broadcasts in past seasons have helped to insure the organization's permanence in the city by increasing its income.

KMBC personnel assigned to the broadcasts are the same as last year, with Gene W. Dennis as producer and announcer, and Lee Stewart as program narrator.

P. Hans Flath, KMBC's director of music, acts as a liaison between the station and Mr. Kurtz in building the musical part of the program to fit radio audience.



PHILHARMONIC GOES ON THE AIR . . .

The first concert in the Kansas City Philharmonic series being broadcast this year over KMBC. Randolph Walker, president of the Aireon company, sponsor of the orchestra's radio programs, is shown to the right of the microphone in the background.

## All Student Cast Chosen to Act on Curtain Call Show

"Curtain Call," the new Friday program on the KMBC Schoolhouse, a series of dramatic sketches with an all-student cast, is proving an extremely effective workshop for the speech classes of the greater Kansas City high schools. Dr. Charles F. Church, KMBC's director of education, announced, in reviewing the progress of the program recently.

The All City High School Radio Workshop group from which "Curtain Call's" programs are cast were chosen by competitive tryout from the most promising students in each of Kansas City's high school speech classes. From these tryouts, Miss Ruth Castle, director of the Friday Schoolhouse series, and Fran Heyser, KMBC production manager, and adviser for the "Curtain Call" programs, chose a group of forty-four student actors who rotate in the casts of the weekly dramatic sketches.

Before coming to the KMBC studios to be given a final coaching on microphone technique and other details by Mr. Heyser, members of the cast of each week's play hold two rehearsals at the Board of Education offices with Miss Castle.

One of the most outstanding members of the Workshop, Charles Holt of Wyandotte High school, has been selected as the regular student announcer of the series.

Other members of the All City High School Radio Workshop group are:

From Central High school, under the instruction of Miss Virginia Robertson and Mrs. Rebecca Tomlin: Nancy Guilhams, John Jeffrey, Jr., Mickey Maddox, LeRoy McCracken and Patricia Ann McLain.

From East High School, under Miss Grace Breen and Miss Ena Van Natta: Juanita Dillard, Margaret Gimmarrro, Carl Hicks and Larry Luncford.

From Lincoln High School, J. Oliver Morrison, instructor: LaVern



"CURTAIN CALL" . . .

Miss Ruth Castle (left), speech instructor at Southwest High school and director of the Friday KMBC "Schoolhouse of the Air" series, and Fran Heyser (right), program director of KMBC and adviser on the "Curtain Call" program, prepare a group of high school students to take part in a dramatic sketch.

Blagburn, Mamie E. Miller, Rufus E. Miller and Betty Rose Tollett.

Manual High School, instructors, Charles G. Fairchild and Miss Elizabeth Pugh: Merri Lee Buck, Joe Castranni, Mary Guthery and Herbert Skillman.

From Northeast High School under Miss Helen Hobbs: Anna Marie Dee, Freda Harger, Jack LaBruzzo and Wanda Joy Mann.

From Paseo High School, Miss Pauline Wolfe and Alfred B. Richmond, instructors: Harriet Bigus, Eugene Gelhaar, Herb Knapp, Mary Miner and Philip Rothblatt.

Southeast High School, instructors, Miss Maria Theresa Fettes and Miss Ethel Graham: Jean Frerking, Virginia Henry, Don Newsom and David Smalley.

From Southwest High School, under the instruction of Miss Ruth Castle and Miss Grace Morgan: Judy Channon, Elizabeth George, Jim Hawes, Dale Helmers, Bill Latimer and Roger Zinn.

Westport High School, Miss Alicia Keller and Edwin J. King, instructors: Sonya Buffington, Charles Cohen, Arthur Hanson, Bill Leake and Grace Spong.

Wyandotte High School, Miss Florence Hoar, instructor: Fred Cross, Stella Goldfine, Charles Holt and Don Seamana.

## Bill Griffith Added To Newscast Staff

Bill Griffith, another expertly qualified newsmen, joined KMBC's news staff last month to take over the 6 o'clock, 7:15, 8:25 and 9:45 morning newscasts formerly handled by Henry Goodman, who moves into the noon hour and Sunday broadcasts, Erle Smith, managing news editor of KMBC, has announced.

Mr. Griffith brings to KMBC a wealth of editorial and newscasting experience. A native Kansas Citian, he was educated in Kansas City, Kansas, public schools, attended the Junior College there, and was graduated from the University of Kansas with a degree in journalism.

As a member of the staff of the Kansas City Kansan, Mr. Griffith reported on every run except society—city hall, police, Chamber of Commerce, sports, federal court. Eventually he became assistant city editor of the newspaper, and at the time he left newspaper work for the radio, he was acting city editor and an editorial writer.

Mr. Griffith, during his newspaper career, carried on news broadcasts for another Kansas City station as a sideline, and subsequently was made news editor of the station, taking up full-time radio work.

## Oldest Interview Show Marks 14th Anniversary

In celebration of the simultaneous twenty-fifth anniversary of radio and the fourteenth year on the air of Vox Pop, the granddaddy of all radio interview programs, an unusual broadcast of Vox Pop was built on the historical highlights of the series for November 5.

The program was number 959, and originated in a midtown New York hotel where the show had been broadcast many times in its early network days. The show has traveled 260,088 miles from 1940 to the Jap surrender and has visited 225 military and naval installations, armament plants and veterans' hospitals.

## The Story of Broadcasting

The following concludes the story of broadcasting as illustrated by the lifetime experiences of Arthur B. Church, a radio pioneer in the founding of KMBC of Kansas City. This is in recognition of broadcasting's 25th anniversary.

From its early beginning the growth of KMBC is much the same as that of many other successful radio stations. In Arthur B. Church, KMBC is fortunate in having a man who recognizes and respects the responsibilities of radio to the home and the community. From the very beginning, KMBC was operated on the premise that the free use of the human voice had its obligations not just to itself, but to the general welfare of the people it serves. Possibly one of the truly underlying reasons for the rapid growth and ready acceptance of radio in the American home can be found in such sound management by stations that constitute the system of American broadcasting.



ARTHUR B. CHURCH

★

For like any well managed broadcasting station today KMBC is not operated within the limitations of the bare definition of the word, "radio." Broadcasting is something more than a profit making venture. Entertainment is of course one of its primary responsibilities, particularly when considering those thousands off the beaten track of civilization. But the real wealth of radio's good can be measured by its civic awareness of responsibility to community life.

★

What broadcasting can mean in its fullest sense explains the significance of the expression, "that institution called KMBC of Kansas City."

An institution promoting education, directly and indirectly moulding the minds of those with whom it comes in contact!

An institution of public service, always ready and willing to assist in times of need!

An institution for better government, a great public auditorium in which every man has equal opportunity of expression!

An institution for better understanding of world affairs, giving the man on the street clearer insight into problems even in the furthestmost corners of the earth!

★

The record speaks for itself that KMBC has made a determined effort to live up to all its responsibilities. While situated away from such broadcasting centers as New York, Chicago and Los Angeles, this Kansas City radio station at the crossroads of America has made a name for itself by operating on the network principle of qualified and thoroughly trained personnel in its many organizational branches. While one of the original basic CBS affiliates, KMBC has not lived off the glory of its network programs but has supplemented them with an extensive talent staff of its own headed up by personalities of national prominence.



MISSOURI'S GOVERNOR SPEAKS . . .

The Eagle Scout Court of Honor in Kansas City on October 14 was highlighted by an address by Phil M. Donnelly, Governor of Missouri. The event, held in the Music Hall of the Kansas City Municipal Auditorium, was broadcast over KMBC and included a talk by H. Roe Bartle, Kansas City Boy Scout Chairman.

## Clubmen Receive Smith's Newscasts During Lunchtime

With the American businessman faced by post-war economic and re-conversion problems radio station KMBC has instituted a public spirited service to Kansas City civic organizations through the medium of specially prepared newscasts for direct transmission into club meeting places during the noon hour.

Karl Koerber, vice-president and managing director of KMBC, announces that Erle Smith, KMBC news editor, is handling the copy and microphone duties. The newscasts are of three to five minutes duration, depending upon the extent of available newsworthy material.

Kansas City organizations receiving this unusual service include the Advertising and Sales Executives' club, Mondays; the South Central Businessmen's club, Tuesdays, the Kansas City Chamber of Commerce, Wednesdays, the Rotary club, Thursdays, and the Real Estate board, Fridays.

Erle Smith heads up what is acknowledged as one of radio's top individual station news departments. Wide recognition has been given KMBC during the war for its intelligent and rapid handling of important news breaks. Transradio was recently added to the station's wire services, including Associated Press and United Press.

## New York Philharmonic Returns After Vacation

After its first vacation since going on the Columbia network 15 years ago, the New York Philharmonic returned to CBS and KMBC for the winter season, again at 2 p.m. CST Sundays. Arthur Rodzinski, musical director of the orchestra, conducted the opening program on October 7. Talks on science continue during intermissions.

## Hobby Lobby Show Has Big Audience

Most Americans have hobbies, and like to talk about them, just as they like to hear other people talk about theirs.

This is probably the basic reason for the tremendous appeal of Hobby Lobby, heard on KMBC at 8:30 Thursday nights, to listeners all over America.

A private Gallup poll showed Hobby Lobby was being heard on more than two-thirds of all tuned-in sets in the broadcast area. It once was voted the outstanding "idea show" by radio editors of the country, and has had more publicity clippings than those two top comedy shows, Fred Allen and Jack Benney.

In this show packed with human interest, listeners are invited to write in about their hobbies. The most interesting are selected, and the unusual hobbyists are awarded a trip to New York to talk on Hobby Lobby about their avocations.

The program is rounded out by music of Dudley King and his orchestra, and by guest stars of first magnitude.

## KMBC Microphone To Cover Leading "Big 6" Grid Games

Football with a local flavor has been dished up generously to midwestern radio-grid fans this season by station KMBC, with direct coverage of the highlight "Big 6" game of each week. A KMBC original some seasons past, this listener service will continue throughout the 1945 season.

While the easy way out would be to feed network origins of the Columbia Broadcasting system to satisfy football appetites on Saturday afternoons, KMBC sends its own sports department, headed up by Sam Molen, into all cities of the Middle West which prove to be the focal points of interest as the grid season progresses. Tentative broadcast schedules indicate that the KMBC microphone will travel more than 4,000 miles this year to make such a service possible.

Games which remain to be broadcast under this intensive coverage, subject to last-minute changes to assure the top game of the day are: Nov. 10, Kansas vs Marquette at Milwaukee; Nov. 17, Missouri vs Oklahoma at Columbia; and Nov. 24, Kansas vs Missouri at Kansas City. Prior to November 10, KMBC already has given the play-by-play of seven other games.

The City National Bank and Trust company of Kansas City sponsors the broadcasts.

## "Let's Pretend" a Popular Child's Educational Show

Lessons in right, justice, equality and humanity continue to reach children through the palatable medium of fairy tales in the "Let's Pretend" program on Saturday mornings at 10:05 to 10:30 over KMBC.

Radio's most awarded children's program, now well into its thirteenth year, "Let's Pretend" is written, produced and cast by Nila Mack, originator of the series.



FOR BENEFIT TO THE COMMUNITY . . .

Tim West (center) hands out to Big Brother Club members citations awarded periodically by the club to the youth or youth group accomplishing the greatest constructive good to the community. Big Brother Club is heard over KMBC at 5:30 daily.



HEALTH IS A TOPIC . . .

Meeting in the KMBC studios, nationally known authorities on medicine were heard in a discussion, "Medical Care for the American People." Left to right are Representative Andrew Biemiller, Dr. Morris Fishbein and Dr. Louis H. Bauer. Program was aired over KMBC on October 17.

# CULTURAL PROGRAMS FOR THE MONTH

ALL TIMES CENTRAL STANDARD TIME. KMBC "SCHOOLHOUSE OF THE AIR," MONDAYS THROUGH FRIDAYS, 2:15 P. M.

## MONDAYS through FRIDAYS

6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.

6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts  
for the day with Evan  
Fry, hymns. (Also Satur-  
day.)

7:45 A.M. **UNION  
STATION**  
The roving microphone  
interviews a cross-sec-  
tion of America in  
Kansas City's Union  
Station.



GENE DENNIS  
of "Union Station"  
and "The People, Inc."

8:15 A.M. **THE FOOD  
SCOUT**  
Fruit and vegetable  
news from the Kansas  
City Produce Terminal  
(Also Saturday.)

8:30 A.M. **THE HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-  
known woman commentator. (Also Saturday.)

9:30 A.M. **KMBC HAPPY KITCHEN WITH BETTY PARKER**  
Recipes and cooking helps with KMBC's home  
economist. (Also Saturday.)

11:00 A.M. **KATE SMITH SPEAKS**  
Commentaries on American life.

12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's Phil Evans,  
from the KMBC farm.

2:15 P.M. **KMBC SCHOOLHOUSE**

2:30 P.M. **CBS AMERICAN SCHOOL OF THE AIR**

5:30 P.M. **THE BIG BROTHER CLUB**  
Children's program featuring adventures of  
Tim West, the trail scout.

## MONDAY

2:15 P.M. **INSIDE THE NEWS**  
KMBC Schoolhouse program with Erle Smith and  
student newscaster reviewing events of the week  
for upper elementary and high school audience.

2:30 P.M. **THE STORY OF AMERICA**  
Pioneer and frontier history of the United States.

7:00 P.M. **VOX POP**  
The original quiz program.

8:00 P.M. **LUX RADIO THEATER**  
Presentation of important screen plays from  
radio's best-known theater.

9:00 P.M. **SCREEN GUILD PLAYERS**  
Screen stars in excellent film adaptations.

## TUESDAY

2:15 P.M. **THE MAGIC BOOK**  
Favorite children's stories, dramatized by  
KMBC's Caroline Ellis for kindergarten and  
elementary grades.

2:30 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on the American  
School of the Air.

8:00 P.M. **STARRING HELEN HAYES**  
One of America's greatest actresses in some of  
her greatest plays.

9:00 P.M. **THE FORD HOUR**  
Starring Jo Stafford and Lawrence Brooks.

9:45 P.M. **CONGRESS SPEAKS**  
Members of Congress on important subjects.

## SCHOOL OF THE AIR

**MONDAY—THE STORY OF AMERICA**

November 19—The Case of Peter Zenger  
November 26—The First Thanksgiving  
December 3—Through the Cumberland Gap  
December 10—Jefferson and Independence

**TUESDAY—GATEWAYS TO MUSIC**

November 20—Carmen  
November 27—Thanksgiving  
December 4—South of the Border  
December 11—Rounds and Fugues

**WEDNESDAY—MARCH OF SCIENCE**

November 21—Insect Killers  
November 28—Vitamins  
December 5—Wonder Drug  
December 12—Thicker Than Water

**THURSDAY—THIS LIVING WORLD**

November 29—The Road to Manila  
December 6—Permanent Military Training  
December 13—Japan's Road

**FRIDAY—TALES FROM FAR AND NEAR**

November 23—Q-Boat  
November 30—Mayflower Boy  
December 7—In Desert and Wilderness  
December 14—Pecos Bill

## DAILY NEWS SERVICE

**BILL GRIFFITH**

6:00, 7:15, 8:25, 9:45 A.M., Monday through  
Saturday. 12:00 Noon, 12:55 P.M. Saturday.

**HENRY GOODMAN**

12:00 Noon, 12:55 P.M., Monday through Friday.  
7:15, 9:45 A.M., 12:00 Noon, 1:55, 6:00, 9:30  
P.M., Sunday.

**ERLE SMITH, NEWS  
EDITOR**

3:25, 6:00, 9:30, 11:00  
P.M., Monday through  
Saturday.

**JOSEPH C. HARSCH**

6:25 P.M. Monday,  
through Friday.

**ROBERT TROUT**

6:25 P.M. Saturday,

**THE WORLD TODAY**

6:15 P.M., Monday  
through Saturday.

**BILL HENRY**

7:55 P.M., Monday through Friday (Ned  
Calmer, Saturday, Sunday.)

**CBS NEWS ROUNDUP—12:00 Midnight, daily.**

**EDWARD R. MURROW—12:45 P.M., Sunday.**

**WILLIAM L. SHIRER—4:45 P.M., Sunday.**

**EDWIN C. HILL, HUMAN SIDE OF THE NEWS**  
5:15 P.M., Tuesday.



BILL GRIFFITH  
Newcomer to KMBC  
News Department

## WEDNESDAY

2:15 P.M. **FUN WITH  
FACTS**

Science and history of  
the region for upper  
and elementary grades.

2:30 P.M. **MARCH OF  
SCIENCE**

The modern world,  
down to radar and  
plastics.



JOE MARSHALL  
on "Fun with Facts"

## THURSDAY

2:15 P.M. **MUSIC TIME**

A carefully planned music lesson for elementary  
grades.

2:30 P.M. **THIS LIVING WORLD**

The problems of a world at peace, with Quincy  
Howe, CBS news analyst, as narrator.

7:00 P.M. **THE KANSAS CITY PHILHAR-  
MONIC ORCHESTRA**

9:45 P.M. **THE PEOPLE, INC.**  
Problems of city government dramatized.

## FRIDAY

2:15 P.M. **CURTAIN CALL**

A 15-minute dramatic program, with a cast of  
high school students.

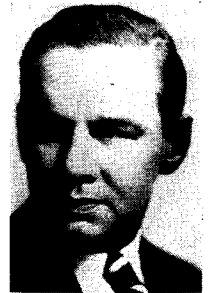
2:30 P.M. **TALES FROM  
NEAR AND  
FAR**

Classic and modern  
stories in this series  
on literature.

7:00 P.M. **THE ALDRICH  
FAMILY**

Comedy built on the  
hazards of being a  
youngster of high school  
age.

7:30 P.M. **KATE SMITH  
SINGS**



FRAN HEYSER  
Adviser for  
"Curtain Call"

## SATURDAY

8:45 A.M. **GARDEN GATE**

"Old Dirt Dobber" on gardening pleasures and  
problems.

10:05 A.M. **LET'S PRETEND**

Dramatic adaptations of fairy tales and original  
fantasies by Nila Mack.

10:30 A.M. **THE BILLIE BURKE SHOW**

A half-hour of comedy.

12:25 P.M. **MAN ON THE FARM**

Farm fun-fest featuring Chuck Acree.

1:30 P.M. **CAMP FIRE GIRLS**

5:15 P.M. **THE PEOPLE'S PLATFORM**

Guests hold an informal discussion of social,  
economic, and political issues, with Lyman  
Bryson as chairman.

10:30 P.M. **REPORT TO THE NATION**

## SUNDAY

8:00 A.M. **COLUMBIA COUNTRY JOURNAL**

Farm experts and guest speakers with important  
farm legislation reported by Chuck Worcester.

8:30 A.M. **LITTLE OFFICE BEHIND THE  
CHURCH ORGAN**

Ministers and laymen get together for an in-  
formal round table on present-day problems.

9:00 A.M. **CHURCH OF THE AIR**

Services conducted by representatives of the  
major faiths.

10:30 A.M. **WINGS OVER JORDAN**

Spirituals and religious talks.

11:00 A.M. **STONE CHURCH SERVICE**

Stone Church Choir and speakers in morning  
worship originating at the church.

11:30 A.M. **TRANSATLANTIC CALL**

Britain and America meet each other, creating  
an understanding that makes for good will and  
enduring peace.

12:25 P.M. **THE VOICE OF YOUR LIBRARY**

12:30 P.M. **PROBLEMS OF THE PEACE**

Dr. Lyman Bryson, CBS director of post war  
studies and educational broadcasts, discusses  
world crises.

1:00 P.M. **STRADIVARI ORCHESTRA**

2:00 P.M. **NEW YORK PHILHARMONIC SYM-  
PHONY**

Distinguished leaders of science in intermission  
talks.

6:15 P.M. **OF HEALTH AND HAPPINESS**

Stories of doctors and medicine.

8:30 P.M. **STAR THEATER**

LISTENING POST, published monthly, except  
during summer, in behalf of KMBC's Education  
Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director Promotion and Press Relations  
Emily Watson, Editor





# LISTENING POST

*for Education on the Air*

Vol. 2, No. 6

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

December, 1945

## Miss June Marlin Joins KMBC Staff As Home Economist

Miss June Martin of Chicago took over the post of KMBC's director of home economics on December 1. She will handle the Food Scout program from the Kansas City Produce Terminal at 8:15 Monday Through Saturday, and the Happy Kitchen program at 9:30 on Monday through Friday and 9:15 on Saturday.

A graduate of the University of Minnesota, where she majored in home economics and public speaking, Miss Martin is a nationally known food expert, having conducted cooking schools from California to Ohio as a representative of the National Livestock and Meat Board.



JUNE MARTIN . . .

Following her appearances with the cooking schools, Miss Martin became affiliated with the Consolidated Edison Company in the home economics department. In addition to lecturing, conducting cooking schools and testing and originating recipes in the test kitchen there, Miss Martin demonstrated home appliances and lighting techniques.

Miss Martin holds a distinction in radio, having been selected last May as a Chicago station's entry in the American Television Society's contest to find the outstanding television personality of 1945. The award was made on the basis of her presentation of a televised home maker's show which she created and produced.

## Voice of Your Library Into 26-Week Series

"The Voice of Your Library," a five-minute program to acquaint the public with services available at the Kansas City Public Library, has just completed a 13-week series so beneficial to radio listeners that the feature will be continued on the KMBC schedule for twenty-six additional weeks.

Miss Dorothea Hyle, chief of circulation of the Kansas City Public library, will discuss each week, as in the past, some special phase of service which the library is equipped to give to its patrons.

## Holiday Stories On KMBC Schoolhouse

The schoolbell will ring at 2:15 p.m. on KMBC during the Christmas holidays, but there will be entertainment instead of lessons. Schoolhouse listeners will get a Christmas treat in the form of favorite stories dramatized and holiday music.

The big KMBC storybook will open on Monday, December 24, when "The First Christmas" will be narrated by Frank Luther, nationally known as a favorite teller of children's stories.

On Christmas day, the cast of the KMBC "Magic Book" will be heard in "The Little Christmas Tree," so popular last year with the Schoolhouse audience. On Wednesday, December 26, "The Little Match Girl," Hans Christian Andersen's classic, will be presented by Frank Luther, with English Christmas carols filling out the program.

On Thursday, at "Music Time," selections from "The Nutcracker Suite," always popular with children, will be broadcast. Friday's program also will be musical, bringing special seasonal selections.

On December 31, the "Magic Book" cast will present a dramatization of "Cinderella." Schoolhouse time on January 1 will be relinquished for a CBS broadcast of the Orange Bowl Football Game.

The CBS American School of the Air also will relinquish its time on Christmas and New Year's day for the football game, but will continue as usual through the remainder of the holidays, with the March of Science on Wednesday, This Living World on Thursday, Tales From Far and Near on Friday, and The Story of America on Monday.

## Independence Messiah Chorus Sends Oratorio Coast to Coast Over KMBC

This year, Independence, Missouri has leaped into prominence as the home of President Harry S. Truman, but those who love the classic Christmas music brought to radio audiences annually have long known the community as the home of the Independence Messiah Choir. The Choir has for eight years sung a superb rendition of Handel's oratorio over the Columbia Broadcasting system through KMBC.

The Christmas musical feature was broadcast from 10:15 to 11:15 p.m. CST on Sunday, December 23.

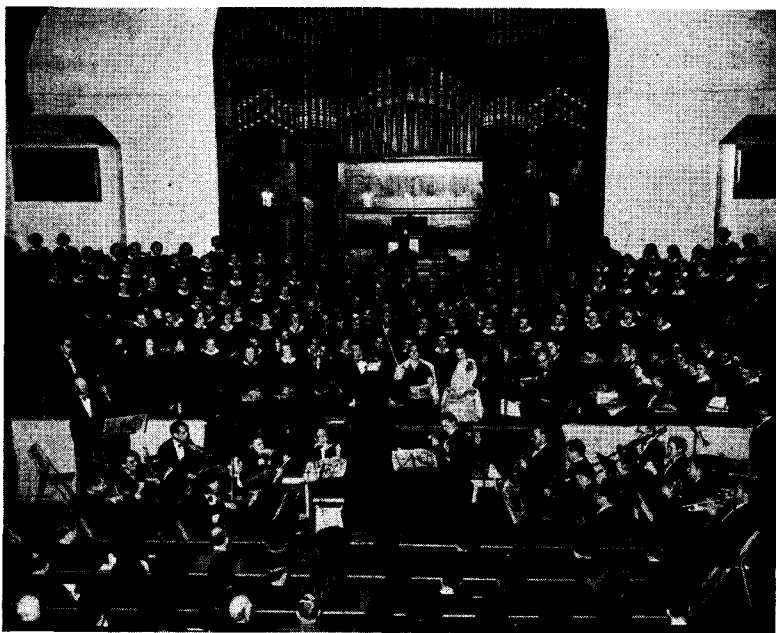
The annual Christmas rendition of "The Messiah" has been a tradition in Independence since 1916, when a chorus of 160 voices from the congregation of the Reorganized Church of Jesus Christ of Latter Day Saints sang the oratorio on the occasion of the general conference of the church. The performance proved so successful it had to be repeated twice to accommodate all who wished to hear, and in the same year, the Independence Messiah Chorus was invited to join the Kansas City Symphony Chorus to make up a chorus of 500 voices to sing "The Messiah" in old Convention Hall.

The enthusiasm of the Kansas City area audience for "The Mes-

siah," led Mrs. George H. Hulmes, then director of the Stone Church Choir, to the decision to make the oratorio an annual affair, a Christmas gift of good will from the church and the chorus to the community. Since that time, the Independence Messiah Chorus has grown to 253 members of all denominations. Many of the charter members of the Chorus still are with the group; others have sent their children to take their places.

Since 1937, the good-will gift originally intended for the community of Independence, has become a gift to the nation. The Independence origination of "The Messiah" has been broadcast coast to coast over CBS stations through KMBC. Broadcasts are made from the Stone Church in Independence, home of the central congregation of the Reorganized Church of Jesus Christ of Latter Day Saints. Station KMBC also carries a regular Sunday morning program at 11 a.m. featuring Stone Church choir and speakers throughout the year.

The Messiah Chorus is directed by Franklyn Weddle, musical director for the Stone Church and founder of the newly formed Independence Little Symphony, which will accompany the chorus in this year's local performance.



THE INDEPENDENCE MESSIAH CHORUS . . .

The Messiah Chorus from President Truman's home town will sing its eighth performance of Handel's oratorio over KMBC and CBS December 23 at 11:15 p.m.

## K. C. Philharmonic Sent by Shortwave To G. I.s Overseas

Radio Station KMBC has completed arrangements to bring to the American armed forces in Europe and in the Pacific and Asia the weekly half-hour broadcasts of the Kansas City Philharmonic orchestra, the only program originating in Kansas City to receive the distinction of inclusion in programming for servicemen overseas.

Beginning with the November 22 program and continuing throughout the duration of the current 20-week series, the Philharmonic broadcasts will be recorded and copies of the transcriptions air-expressed to the facilities of the armed forces radio service to be relayed to United States service men and women serving in foreign fields.

Arrangements were made by Gene Dennis, KMBC director of special events, and P. Hans Flath, the station's director of music, with Lieut. S. C. Fuller, Chief of the Armed Forces Radio Service program section, for the overseas transmissions.

The orchestral programs are especially built for radio by Efreim Kurtz, conductor of the orchestra, in cooperation with Mr. Flath.

Last year the initiation of a full series of broadcasts of the 85-piece Kansas City orchestra made Kansas City one of only six cities in the United States having symphony groups with a fully sponsored radio season. The Aircon Manufacturing Company holds the commercial rights for the 1945-46 series of broadcasts by the Philharmonic, now widening its audience by additional tens of thousands of listeners through the medium of the overseas transmissions.

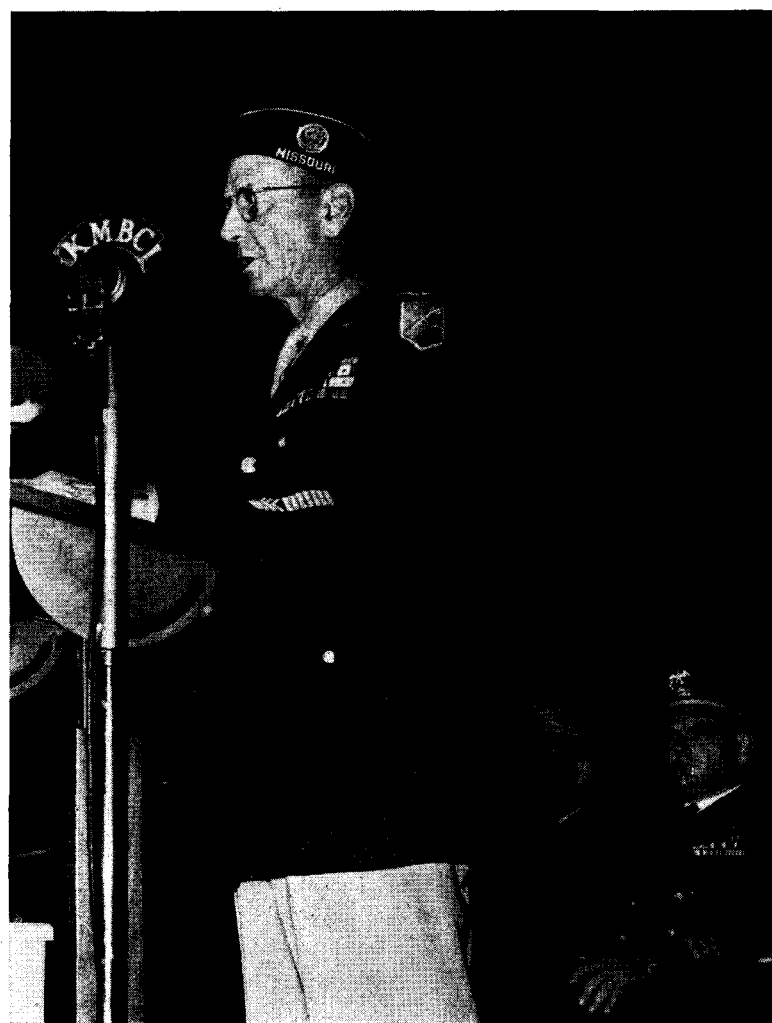
The broadcasts are heard over KMBC at 7 p.m. Thursdays.

## "Assignment Home" Show for Veterans On KMBC Saturdays

Adding another service to veterans Radio Station KMBC now broadcasts "Assignment Home," weekly dramatizations of the actual experiences of veterans in their introduction into the stream of American life.

A continuation of last year's successful series of the same name, the new "Assignment Home," which will be heard over KMBC at 2 o'clock each Saturday afternoon, becomes, in its new form, a more practicable service for the veteran in that it presents solutions already tried and proved by returned servicemen, instead of the hypothetical problems and adjustments necessarily formulated in last year's series.

General Omar N. Bradley, U. S. Administrator of Veterans' Affairs, was guest on the first program of the new series, which is scheduled to discuss, through a dramatic medium, such questions as whether the veteran should base his career on pre-Army training or on new skills acquired in the service; how a veteran can go about establishing himself in a small business or on a farm; how to combat



BATAAN HERO AT KMBC MIKE . . .

General Jonathan M. Wainwright, the defender of Corregidor, was heard over KMBC on November 6 in an address at the bond rally at the Kansas City Municipal auditorium at the beginning of the Victory Loan drive. The address was directed to the "Wainwright men," newly initiated members of the American Legion. A description of the parade honoring General Wainwright and opening the bond drive in Kansas City also was carried by KMBC.

### Ezra Stone Returns To Aldrich Role

The Aldriches—one of radio's best-known families—is right in the swing with other families of the nation, welcome back from war their son, the original Henry Aldrich, or Ezra Stone.

The teen-age Henry Aldrich of the serial has never been beckoned by the draft board, but in real life, Henry Aldrich has been to war three times. Ezra Stone, the first and best-known Henry Aldrich, went into the army more than four years ago. He was succeeded by Ray Tokar, who also was fair game for Uncle Sam's recruiters; and then Dick Jones took over the role. Last June, Jones was inducted, and the Aldrich family went into the 1945 season with Raymond Ives as its blundering son. Ezra Stone returned to join the same cast he left behind, and the program, heard on KMBC at 7 o'clock Fridays, continues to portray adolescent antics, taken from the real-life experiences of author Clifford Goldsmith's three teen-age boys.

rackets being perpetrated on returning soldiers; the problem of the veteran who is a member of a minority group, of the veteran with an oversolicitous family, of the veteran who has lost confidence in himself, the psychoneurotic veteran, and the returning WAC.

Many other problems—in fact just about everything with which the discharged serviceman is concerned—will come in for a concrete, dramatic presentation.

## KMBC Backs Drives For KCU Endowment And Xmas Seal Sale

The campaign to raise ten million dollars for the University of Kansas City's ten-year development plan which is to include the building of an auditorium, four student residence halls, a school of pharmacy building, a law school building, and an endowment fund for students and school chairmen, was backed up this month by radio station KMBC in a series of four dramatic programs on the "Hear the Heart of America" period from 9:45 to 10:00 p.m. on Mondays and Wednesdays.

Enacted by members of the KMBC talent staff, written by Hansford Martin and produced by Gene Dennis, the programs brought an average citizen to the University campus to discover the needs of the university and its importance to the future of Kansas City.

"Hear the Heart of America," also devoted several of its programs to promotion of the sale of tuberculosis Christmas seals. Selections from Robert Louis Stevenson were read by Robert Liggett, KMBC continuity chief, on one such program. On the "Curtain Call" program of the KMBC schoolhouse December 14, Kansas City high school students made the plea in a dramatic sketch. Caroline Ellis stressed the sale on her "Happy Home" and the message also was heard on "Of Health and Happiness," and many other KMBC programs.

## A MIRROR OF THE NATION

Edward R. Murrow, CBS correspondent just back from overseas, said recently in a talk on the CBS Showcase program:

"I have been listening to the radio. Some of what I hear I don't like. Maybe you feel the same way. But there is something altogether unique about this American system of broadcasting. There is nothing quite like it anywhere else in the world. . . . I believe that what comes out of the loudspeaker is the most honest and accurate reflection of what goes on in a nation. Radio reflects the social, economic and cultural climate in which it lives and grows. Compare American broadcasting with that of any other country and you end up with a comparison to this country and that other country.

★

"Our system is fast, experimental, technically slick; it is highly competitive and commercial; often it is loud; occasionally vulgar; generally optimistic; and not always right. But the man who is wrong has his chance to be heard. There is much controversy and debate and some special pleading, but frequently the phonies are found out. There is no conspiracy to keep the listener in ignorance, and government does not guide the listening or the thinking of the people. There is much talk, and you may think that it only contributes to confusion.

★

"The presence of a microphone does not guarantee objectivity, often it endangers humility. A loud voice which reaches from coast to coast is not necessarily uttering truths more profound than those that may be heard in the classroom, bar or country store. But there they are. You can listen or leave them alone. By turning the dial you can be entertained, informed or irritated. . . .

★

" . . . During the last nine years I saw something of what radio can do when it is used to tell the people what to think, when it is used to dull critical faculties, when the right to listen is denied. If you doubt that radio is a powerful medium, you should see how it can warp men's minds when it becomes an instrument of national policy. I do not believe that American radio is perfect. But I am persuaded that the listener in this country is better served than is the listener in any other country with which I am familiar.

★

"Radio, if it is to serve and survive, must hold a mirror behind the nation and the world. If the reflection shows racial intolerance, economic inequality, bigotry, unemployment or anything else—let the people see it, or rather hear it. The mirror must have no curves and must be held with a steady hand. One of the oldest things about radio is its reputation of youthfulness. I have seen many very young men age rapidly during the last few years because they were engaged in a most serious and testing undertaking. I believe that the testing time for broadcasting and broadcasters is just beginning, and youth was never acceptable as an excuse for those who flinched when the going was tough."

## Horses' Hooves Are Sometimes Coconuts On KMBC Programs

Realistic as the sound of galloping horses on KMBC's Big Brother Club may sound to listeners, the audience is rarely fooled into thinking there's a genuine equine cast performing. They'd be surprised, though, if they could look behind the scenes and see that it's just Eddie Edwards, KMBC's sound effects man, tossing around a couple of coconut shells.

The ubiquitous Eddie, just returned from the maritime service, may be heard as the click of a stopwatch on "Hear the Heart of America," as a creaking hinge on "The Magic Book," as the report of a six-shooter on "Big Brother Club." Often, he's not only running the effects department, but playing a role, as well. Recently, in a dramatic sketch of the sea, Eddie was shouting out the part of a sailor, and at the same time was making like waves crashing against a ship, an anchor dropping, and a set of sails being hoisted up the mast.

Eddie has two libraries of recorded sound effects. Storms, diving airplanes, dog fights, trains starting and almost any other noise imaginable are in the libraries' repertoire.

In many cases, though, Eddie prefers his own effects to recorded ones. "Here's why," he explains. "A record goes through four revolutions before it produces any sound. Now, suppose a character in a play wants to shoot himself. He's not going to say his last words and then wait while a record goes around four times to fire the shot. The timing sometimes is too tricky for a record, and there's where the manual sound effects are better."

The hardest sound effect Eddie ever made was that of a man climbing a flight of stairs and falling back down. No device sounded authentic, so Eddie hauled a flight of stairs into the studio, climbed up them, and tumbled down. "I don't think any KMBC show ever had to be rehearsed so much as that one," Eddie said, recalling his bruised condition following the broadcast.

The effect of breaking an egg Eddie produces by rapping a cellophane-covered cigarette package on his knuckles. When the egg is frying, Eddie is dropping water on an electric hot plate.

One show required such a diversity of effects that Eddie had to equip himself with a typewriter, a dial phone, a string of sleigh bells, a bow and arrow, a talking doll, a couple of water bottles, and a stock of recorded sound effects.

The most notable effect Eddie remembers producing happened a long time ago, when KMBC was sending out the "Happy Hollow" program and Eddie, up in the studio attic putting around, lost his footing. Though the noisy effect wasn't called for in the script, it was heard by amazed audiences from coast to coast.

## Camp Fire Girls Series Moved Up To Later Time

With the termination of the Big Six football broadcasts on Saturday afternoons, and a consequent rearrangement of the KMBC Saturday program schedule, time for the five-minute program "The Camp Fire Girls," has been changed from 1:30 p.m. to 2:55 p.m.

## Folk Tale Replaces "Fun With Facts" On January Second

Because schools will be on vacation, no class has been scheduled to come to the KMBC studios for the "Fun With Facts" program on Wednesday, January 2.

In place of the "Fun With Facts" program, a special script, "The Twelve Months," has been written by Caroline Ellis. Based upon a well-known Russian folk tale, "The Twelve Months" is the story of the good sister who was sent into the snow to hunt violets and strawberries; of how the twelve old men, representing the months of the year, caused the flowers and fruit to spring out of the snow, and of how the wicked sister was turned to an ice maiden.

The story, adapted for school children above the third grade, will be performed by the cast of the KMBC "Magic Book."

## The Life of Willkie Initiates A Series On Great Americans

A dramatization of the life of Wendell Willkie, starring Quentin Reynolds, ushered in an important new educational series of programs on KMBC on December 8. Titled, "Lest We Forget These Great Americans," the series will feature each week the story of an American who has made an outstanding, lasting contribution to the development of democracy in the United States.

Produced by the Institute for Democratic Education, the programs will feature the lives of such men as Franklin Roosevelt, Woodrow Wilson, Justices Brandeis and Holmes, George Washington Carver, and Joseph Pulitzer.

Top dramatic stars are appearing in the productions. Wendy Barrie will portray the life of Jane Addams. Major Melvyn Douglas will be the star of the show on Franklin Delano Roosevelt, which, incidentally, will occupy two periods of the series. Other outstanding stars who will be heard on "These Great Americans" will be Donald Cook, Sam Jaffee, Ralph Morgan and David Ross.

Designed to teach democratic principles and racial and religious tolerance, the series was built under the direction of the Institute for Democratic Education.

The programs will be aired over KMBC on Sunday mornings from 9:30 to 9:45 for a thirteen-week series.

## High School Choruses On Holiday Programs

The "Hear the Heart of America" series will feature high school choruses in programs of holiday music during Christmas week. On December 24, the Central High School Chorus under the direction of Willard Schmidt will be presented. The Westport High School Chorus, led by Harlin Spring, is scheduled for the evening of December 26, and on December 28, Robert Milton will direct the Southwest High School Chorus in Christmas songs. "Hear the Heart of America" is heard over KMBC from 9:45 to 10:00 on Monday, Wednesday, and Friday nights.

## Local Teacher Wins Citation for Use of KMBC "Magic Book"

The KMBC "Magic Book" series came in for a double honor when the Executive Committee of the School Broadcast Conference passed out citations recently.

Radio Station KMBC was awarded a citation for the "Magic Book" series as a whole. And a Kansas City teacher, Miss Jane Hadden, of Rollins Elementary School, was cited for her unusual utilization of a "Magic Book" program.

Miss Hadden's citation reads: "The Executive Committee of the School Broadcast Conference cites



JANE HADDEN . . .

Miss Jane Hadden . . . for her 'vitalization' of the program, 'Drakestail,' in the series, 'The Magic Book,' held on Station KMBC. Miss Hadden used music, vocabulary study, art, dramatics and reading in her follow-up of the broadcast. This teacher showed originality in basing an arithmetic lesson on what was presented purely as a story program."

"Drakestail" offered a wide variety of tie-ins that would give added interest to the day's lessons. Miss Hadden explained, in telling of how she wove the story into the school curriculum. Before the broadcast, Miss Hadden coached the children on the song which Euterpe, the muse of music, was to introduce after the story.

Miss Hadden then adapted the music to appropriate dances and physical education stunts. A vocabulary building exercise led off from a discussion of the word "drake" and took in other words which were to be used on the program.

"Drakestail," the story of how a duck's kindness to his friends was reciprocated, enabling him to regain his fortune from a king, also was used by Miss Hadden as a lesson in friendship, when she asked the children to cite examples of how friends can help one another.

Following the broadcast, the children themselves dramatized "Drakestail," and in an art class, figures in drawings, modelings or cut-outs were based on the "Magic Book" story. "Drakestail's" financial problems also were made the basis of an arithmetic lesson.

"The Magic Book" is created and narrated by Caroline Ellis and produced by Fran Heyser. It is heard each Tuesday afternoon at 2:15.

# CULTURAL PROGRAMS FOR THE MONTH

ALL TIMES CENTRAL STANDARD TIME. KMBC "SCHOOLHOUSE OF THE AIR," MONDAYS THROUGH FRIDAYS, 2:15 P. M.

## MONDAYS through FRIDAYS

6:15 A.M. PHIL EVANS—FARM COUNSELOR  
From the KMBC farm.

6:45 A.M. MORNING DEVOTIONS  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)

7:45 A.M. UNION STATION  
The roving microphone interviews a cross-section of America in Kansas City's Union Station.



MARILYN ROWAN  
writer of  
"Big Brother Club"

8:15 A.M. THE FOOD SCOUT  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday.)

8:30 A.M. THE KMBC HAPPY HOME WITH CAROLINE ELLIS  
Friendly philosophy with KMBC's nationally-known woman commentator. (Also Saturday.)

9:30 A.M. KMBC HAPPY KITCHEN WITH JUNE MARTIN  
Recipes and cooking helps with KMBC's home economist. (Also Saturday.)

11:00 A.M. KATE SMITH SPEAKS  
Commentaries on American life.

12:20 P.M. FEED LOT CHATS  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.

2:15 P.M. KMBC SCHOOLHOUSE

2:30 P.M. CBS AMERICAN SCHOOL OF THE AIR

5:30 P.M. THE BIG BROTHER CLUB  
Children's program featuring adventures of Tim West, the trail scout.

## MONDAY

2:15 P.M. INSIDE THE NEWS  
KMBC Schoolhouse program with Erle Smith and student newscaster reviewing events of the week for upper elementary and high school audience.

2:30 P.M. THE STORY OF AMERICA  
Pioneer and frontier history of the United States.

7:00 P.M. VOX POP  
The original quiz program.

8:00 P.M. LUX RADIO THEATER  
Presentation of important screen plays from radio's best-known theater.

9:00 P.M. SCREEN GUILD PLAYERS  
Screen stars in excellent film adaptations.

9:45 P.M. HEAR THE HEART OF AMERICA

## TUESDAY

2:15 P.M. THE MAGIC BOOK  
Favorite children's stories, dramatized by KMBC's Caroline Ellis for kindergarten and elementary grades.

2:30 P.M. GATEWAYS TO MUSIC  
From folk song to symphony on the American School of the Air.

8:00 P.M. STARRING HELEN HAYES  
One of America's greatest actresses in some of her greatest plays.

9:00 P.M. THE FORD HOUR  
Starring Jo Stafford and Lawrence Brooks.

9:45 P.M. CONGRESS SPEAKS  
Members of Congress on important subjects.

## SCHOOL OF THE AIR

MONDAY—THE STORY OF AMERICA

December 24—Launching the Republic  
December 31—The Bill of Rights  
January 7—The Western Reserve  
January 14—The Land of the Shoshones  
January 21—President Jackson

TUESDAY—GATEWAYS TO MUSIC

January 8—The Song of the Bells  
January 15—Beethoven  
January 22—"A Little Nonsense"  
January 29—Across the Keyboard

WEDNESDAY—MARCH OF SCIENCE

December 29—Germs Away  
January 2—Check-Up, Please  
January 9—World of Glass  
January 16—Age of Rubber  
January 23—Plastic Era

THURSDAY—THIS LIVING WORLD

December 27—Training for the New Age  
January 3—1945 Review  
January 10—Congress in Session  
January 17—Women at Work  
January 24—Uncle Sam's Health

FRIDAY—TALES FROM FAR AND NEAR

December 28—The Pickwick Papers  
January 4—The Taming of the Shrew  
January 11—Blue Milk  
January 18—Struggle Is Our Brother  
January 25—The Five Hundred Hats of Bartholomew Cubbins

## DAILY NEWS SERVICE

BILL GRIFFITH

6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.

HENRY GOODMAN

12:00 Noon, 12:55 P.M., Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 1:55, 6:00, 9:30 P.M., Sunday.

ERLE SMITH, NEWS EDITOR

3:25, 6:00, 9:30, 11:00 P.M., Monday through Saturday.

JOSEPH C. HARSCH

6:25 P.M. Monday, through Friday.

ROBERT TROUT

6:25 P.M. Saturday.

THE WORLD TODAY

6:15 P.M., Monday through Saturday.

NED CALMER

7:55 P.M., Monday through Friday.

CBS NEWS ROUNDUP—12:00 Midnight, daily.

EDWARD R. MURROW—12:45 P.M., Sunday.

WILLIAM L. SHIRER—4:45 P.M., Sunday.



HENRY GOODMAN  
of KMBC's News Department

## WEDNESDAY

2:15 P.M. FUN WITH FACTS

Science and history of the region for upper and elementary grades.

2:30 P.M. MARCH OF SCIENCE

The modern world, down to radar and plastics.

9:00 P.M. GREAT MOMENTS IN MUSIC

LISTENING POST, published monthly, except during summer, in behalf of KMBC's Education Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director Promotion and Press Relations  
Emily Watson, Editor

## THURSDAY

2:15 P.M. MUSIC TIME

A carefully planned music lesson for elementary grades.

2:30 P.M. THIS LIVING WORLD

The problems of a world at peace, with Quincy Howe, CBS news analyst, as narrator.

7:00 P.M. THE KANSAS CITY PHILHARMONIC ORCHESTRA



FRANK CROSBY  
"Music Time"  
Announcer

9:45 P.M. THE PEOPLE, INC.

Problems of city government dramatized.

## FRIDAY

2:15 P.M. CURTAIN CALL

A 15-minute dramatic program, with a cast of high school students.

2:30 P.M. TALES FROM NEAR AND FAR

Classic and modern stories in this series on literature.

7:00 P.M. THE ALDRICH FAMILY

Comedy built on the hazards of being a youngster of high school age.

9:45 P.M. HEAR THE HEART OF AMERICA

## SATURDAY

8:45 A.M. GARDEN GATE

"Old Dirt Dobber" on gardening pleasures and problems.

10:05 A.M. LET'S PRETEND

Dramatic adaptations of fairy tales and original fantasies by Nila Mack.

12:25 P.M. MAN ON THE FARM

Farm fun-fest featuring Chuck Acree.

2:00 P.M. ASSIGNMENT HOME

Dramatized solutions to veterans' problems.

2:55 P.M. CAMP FIRE GIRLS

4:30 P.M. CONCERT MINIATURES

5:15 P.M. THE PEOPLE'S PLATFORM

Guests hold an informal discussion of social, economic, and political issues, with Lyman Bryson as chairman.

## SUNDAY

8:00 A.M. COLUMBIA COUNTRY JOURNAL

Farm experts and guest speakers with important farm legislation reported by Chuck Worcester.

8:30 A.M. LITTLE OFFICE BEHIND THE CHURCH ORGAN

Ministers and laymen get together for an informal round table on present-day problems.

9:00 A.M. CHURCH OF THE AIR

Services conducted by representatives of the major faiths.

10:30 A.M. WINGS OVER JORDAN

Spirituals and religious talks.

11:00 A.M. STONE CHURCH SERVICE

Stone Church Choir and speakers in morning worship originating at the church.

11:30 A.M. TRANSATLANTIC CALL

Britain and America meet each other, creating an understanding that makes for good will and enduring peace.

12:25 P.M. THE VOICE OF YOUR LIBRARY

12:30 P.M. PROBLEMS OF THE PEACE

Dr. Lyman Bryson, CBS director of post war studies and educational broadcasts, discusses world crises.

2:00 P.M. NEW YORK PHILHARMONIC SYMPHONY

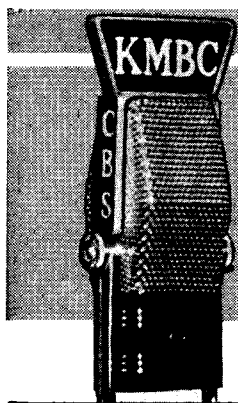
Distinguished leaders of science in intermission talks.

6:15 P.M. OF HEALTH AND HAPPINESS

Stories of doctors and medicine.

8:30 P.M. STAR THEATER





# LISTENING POST



*for Education on the Air*

Vol. 3, No. 1

FROM KMBC—IN THE HEART OF AMERICA—KANSAS CITY

February, 1946

## Station KMBC-FM Begins Operating On Two Wave Bands

Complying with a Federal Communications Commission request, station KMBC went on a new FM wave length of 97.9 megacycles at the end of December, maintaining at the same time its original FM frequency of 46.5 megacycles.

The simultaneous operation, Arthur B. Church, president of KMBC and KMBC-FM, said, will make possible a comparison of the efficacy of transmitting on the two bands.

As this is written, the operating schedule on both frequencies is from 12 noon to 2:30 p.m. and 5:30 p.m. to 9 p.m., (Mondays through Fridays); 12:00 noon to 6 p.m. and 9 p.m. to midnight (Saturday); 8:30 a.m. to 11:30 a.m. and 9 p.m. to midnight on Sundays.

It is probable that KMBC will continue operating on the two frequencies until manufacturers are producing FM sets to receive the high frequencies. At the present time, only special communications sets are equipped for the high frequency bands, although several manufacturers of home receivers have announced dealers will begin to get shipments in February or March.

The KMBC 46.5 megacycle FM transmitter, formerly located on the thirty-first floor of the Light and Power Building in Kansas City, recently was moved to the thirtieth floor laboratories from which the high frequency transmitters are being operated.

KMBC-FM probably will be operating from the 540-foot tower at 50th and Belinder Road late in March or early in April, Mr. Church announced. One of the first stations authorized to use 20 kilowatts power rated antenna output, KMBC-FM has on order a 3-kilowatt transmitter section which probably will be installed in April, and a 10-kilowatt section of transmitter scheduled to be put in late in the summer. At the same time, a 6-bay, 3-element turnstile will be added to the top of the KMBC tower, increasing the 10-kilowatt transmitter signal to a minimum of 20 kilowatts.

For several years pioneering as an FM developmental station with the call letters W9XER, KMBC-FM officially went on the air in June.

## Camp Fire Girls Program Shift

A rearrangement of KMBC's Saturday afternoon programs has again necessitated a change in the time for the five-minute program, "Camp Fire Girls."

The series is now scheduled from 3:55 to 4 p.m., immediately preceding the Philadelphia Symphony.

## John Farmer Back On KMBC Newscasts Noons and Sundays

Erle Smith, head of the KMBC news staff, long recognized as the Midwest's finest, announces the return from the armed services of John Farmer, who will be remembered by KMBC audiences as a favorite Kansas City newsman.



Farmer, who handled the KMBC early morning news since 1939, went into the army in November, 1943. A dyed-in-the-wool newsman, he literally cut his teeth on a linotype machine, since his father owned and published the Cameron, Missouri, *Sun*, which is still owned by the family.

Formerly chief of the press bureau of Transradio in Hartford, Connecticut, Des Moines, and Kansas City, Farmer rose to his position of chief of the bureau here in less than a year.

Farmer gained recognition with Transradio when he beat all other news services in Kansas City by several minutes with the story of the Fendergast guilty plea and sentence.

He took over the noon and 12:55 p.m. newscasts Monday through Saturday, and the complete KMBC Sunday news schedule.

## Members of KMBC's Big Brother Club Participate in Waste Fat Contest

Cooperating with the government in its drive to conserve waste fats, the KMBC Big Brother Club is putting on a contest among its members for the collection of fats vitally needed to alleviate the shortage which is holding up production of refrigerator insulation and many other products such as soap and nylon hosiery.

Tim West, chief Big Brother, said early in the drive that Big Brother Club members are showing such enthusiasm for the contest that during the first week of the campaign alone, collections had surpassed the total brought in for any previous entire six-week drive.

The Kansas City Parent-Teacher Council and various youth groups throughout KMBC's listening area are participating in the contest, and assisted in the formulation of the contest rules.

The first prize, for the Big Brother Club member turning in the largest amount, by weight, of waste fat will be \$10. There will be a second prize of \$5, and ten \$1 prizes. The contest began on Monday, January 14, and will close Friday, March 1.

Prizes and awards are limited to Big Brother Club members and will be made to individuals, not to groups. The contest is open to all Club members, and is not confined to the Kansas City area. In case of ties, duplicate prizes will be given.

In addition to the cash prizes, each member who turns in twenty-five pounds or more of fat will receive the Big Brother Club distinguished service citation. The amount of fat turned in by each contestant must be certified by a letter from the member's school teacher or the leader of his or her youth organization, such as the Boy Scouts, Camp Fire Girls, or other group.

The KMBC Big Brother Club's cooperation in the waste fats drive is a typical activity of the Club.

Organized early in 1944, the Big Brother Club has grown to a membership of more than 20,000 youthful listeners to the Club's nightly meeting on the air over KMBC at 5:30 Monday through Friday. On the program, Chief Big Brother Tim West, the Trail Scout, narrates dramatized western stories of his adventures, and members are urged to cooperate in the purpose



**TIM WEST** . . . Chief "Big Brother" of KMBC's famed Youth Organization with over 20,000 members.

of the club, which is to accomplish worthwhile acts of constructive good to the community through youth and youth groups. War stamp sales, paper drives, and waste fat drives, among other campaigns, have been backed by the KMBC Big Brother Club in the past.

## A. B. Church Honored For Medical Series

Arthur B. Church, founder and president of Radio Station KMBC, was honored this month by the Jackson County Medical Society, which presented him with an award for his presentation of four years of the program "Of Health and Happiness," in cooperation with the society. Heard at 6:15 on Sunday nights, the program stresses health education through a dramatic medium. The initial broadcast in May, 1941, was a departure from the conventional method of distributing medical information, and since then, KMBC's "Of Health and Happiness" has been the model for similar health programs established by medical societies in other cities.

## "Music Time" Aids Listening, Singing And Appreciation

A big improvement in music listening habits and in following musical directions has been noted in the public schools in the KMBC area as a result of the addition this year to the KMBC Schoolhouse of the Thursday series, "Music Time." Miss Alice Gallup, assistant supervisor of music for the Kansas City public schools, said recently.

"Music Time," added to the Schoolhouse last October, is a program of supervised music for children of grade-school age. It is designed, said Miss Gallup, who plans the programs in cooperation with Dr. Church, producer of the series, and Miss Mabelle Glenn, Kansas City director of music for the public schools, as an aid to the classroom teacher and as a provision for schools which have no music instruction. A constant effort is made in the series to provide new material and new ways of presenting music to children.

Before the program is broadcast, Miss Gallup explained, study sheets are issued to all teachers with suggestions for preparation for listening and for a follow-up of the program.

In determining the content of programs, it has been necessary to take into consideration the broad variety of groups to whom they are

## Philadelphia Symphony On Saturday Afternoon

The Philadelphia Symphony orchestra, with Eugene Ormandy conducting, returned to KMBC's program schedule on January 12, and will continue to be broadcast each Saturday afternoon from 4 o'clock until 5.

This season the orchestra is presenting a number of works by contemporary composers, as well as the better-known items of the standard repertory.

broadcast. They must be designed for both the city schools and for rural districts in which different song books and teaching methods are used. The programs also must carry an appeal for varied age groups.

For example, programs in January were arranged to take care of all school grades. In the first week, "Peter and the Wolf" was presented especially for first grade listeners, and a tie-in was made with the Kansas City Philharmonic orchestra and the ballet, on both of whose programs "Peter and the Wolf" were being played that week.

In the second week of January, rhythmic and action songs were sung for second and third grade participation. "The program is strictly ad lib," Miss Gallup commented. "The group of second and third graders brought to the studios performs exactly as if they were in the classroom, actually playing

such musical games as "Farmer in the Dell" while the broadcast is being made. And my instructions, too, are similar to those I would give in a classroom, modified only as necessary for the radio listeners."

Because of the active nature of the broadcasts involving second or third graders, Miss Gallup explained, smaller groups are brought on those occasions. In the older groups, a whole class comes in a body. Classes brought to the KMBC studios for broadcasts are picked at random, with no set schedule being followed.

The third week of "Music Time" in January was planned for appeal to fourth and fifth grade children, and the fourth week stressed rounds and phrasing, for sixth and seventh graders.

The net result of the programs, Miss Gallup summed up, thus far has been an increased appreciation of music and an improvement in listening habits, which in turn has improved the children's own ability to express themselves through songs.

Aside from the musical angle of the programs, Miss Gallup added, the children, in coming to the KMBC studios for "Music Time," have learned much about the science of broadcasting. "The engineers have showed them what makes the microphones work, and Frank Crosby, the announcer, has explained the sound effects to them. They're all very much interested in how a radio station operates, from the youngest up to the oldest ones," she observed.

## Radio — An Instrument Of International Good-Will...

Statement by COL. WM. S. PALEY, Chairman of the Board, The Columbia Broadcasting System

Everyone who saw at first hand how radio was used in Europe during the war must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment I saw used, by our enemies, as a very effective instrument of evil.

★

Our use of the same instrument was also very effective. But, since we were fighting to restore civilization in large areas of the world and to reinstate freedom among millions of enslaved people, we believed we used it as an instrument for good. The fact is that we, and the enemy, had a powerful weapon in our hands—the dangerous weapon of controlled radio.

★

The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners—and broadcasters—to conceive that they might ever be used on our stations.

★

Our system of broadcasting carries with it automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and autocratic manner. There is the free competition among stations and networks constantly striving for the ear of the listener and there is the right of the listener to register his likes and dislikes by "tuning in" or tuning out. Then again there is the great good sense of the American people who realize that any form of controlled information is a firm but definite step away from our democratic form of life. But these safeguards are not enough if the broadcasting industry is to become complacent or neglect the high degree of responsibility it must bear constantly.

★

In my opinion, the American system of broadcasting has a creditable and commendable record of public service. Many glowing pages were added to the record during the war. It took the war, however, to reveal how big radio really is; how important its role can be in the years that are just ahead. If we are to admit the value of our past, we cannot deny the increased responsibility of our future.

★

I believe that American radio has more to offer than it has yet contributed, not only to our own people, but to the people of the world. More than any other group or industry, we have opportunities to foster unity, tolerance and understanding—nationally and internationally. We have opportunities to keep the best informed and entertained audience in the world even better informed and entertained. We have opportunities to make strides and show advances in these fields because of the very strength of our system of broadcasting. It will be strong as long as it is free.

## KMBC Schoolhouse Leads in Listeners In Recent Survey

The popularity of education by radio in the Kansas City area has been well established by the latest Robert S. Conlan survey on the 2:15 period in which the KMBC Schoolhouse is carried.

Competing with one of the most popular serials on the air, as well as with other purely entertainment programs, the KMBC Schoolhouse rolled up a Monday-through-Friday rating of 4.2, as compared with the 3.8 of the nearest competitor and the 2.6 of the next nearest.

Dr. Charles F. Church, KMBC's director of education, said the Schoolhouse had gained many listeners when it switched last fall from a three-a-week to a five-a-week strip.

Most popular feature of the Schoolhouse series, according to the survey, is the Thursday program, "Music Time," which had 30.8% of the listeners canvassed during the survey. The nearest competitor had 19.2%.

On Friday, the "High School Curtain Call" dramatic program had 29.1% of the audience, running neck and neck with the popular serial.

"Inside the News," on Monday, leads the field, according to the survey, by 28% to 24%, and the "Fun With Facts" show on Wednesday had 26.9% of the listeners, with 23.1% tuned in to the serial.

Even when "The Magic Book," designed to appeal to the primary grades, went on the air, it had a good general audience showing of 22.2%, while the serial, gaining the advantage of the low-age appeal, had 29.7% of the audience.



Farmers in the KMBC area heard the latest on the feed situation when agricultural authorities held a round-table discussion on the subject on Phil Evans's County Neighbor program. Clockwise from Evans, in top picture above, who is directly in front of the microphone are: Gil James, sales manager of the western division of Purina Mills; Walter Berger, of the U. S. Department of Agriculture; Louis Hawkins, vice-director of the Oklahoma-Experimental Station in Stillwater; Maurice Johnson, vice-president of Staley Mills; Mark Thornburg, executive secretary of the Western Grain Feeder-Dealer Association, and B. D. Eddie, president of the Midwest Feed Manufacturers' Association. In second photograph from top the Southwest High School Chorus, which broadcast special music during the holidays, is shown with Robert Milton conducting. Below, the Chamber of Commerce inauguration was broadcast recently over KMBC. At the left is Frank Theis, outgoing president; at the right is Elmer Pierson, his successor.

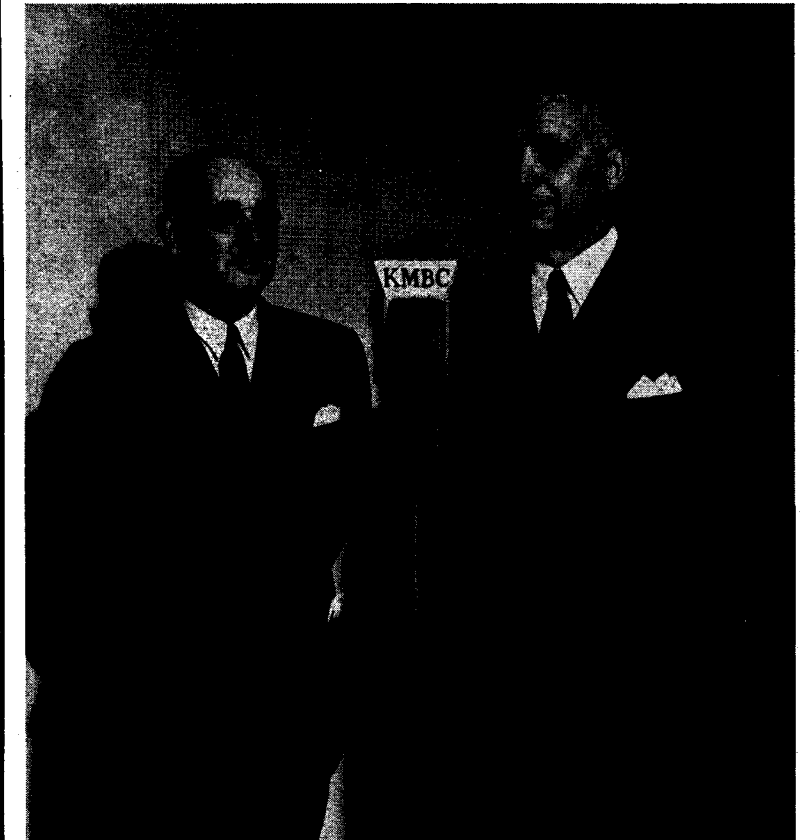
## Sumner Welles Comments On Present-Day Events

Sumner Welles, former under-secretary of state, whose wealth of experience and insight into public and international affairs has made him one of the country's most authoritative commentators on current events, has prepared a series of broadcasts on present-day world affairs.

The new series of quarter-hour programs is heard on KMBC from 9:45 to 10 o'clock on Friday nights.

Two new programs, one a "Talks" period for public expression by civic, political and other leaders, and the other a worker's interview round-up entitled "Cross Section—CIO," were added to KMBC's Saturday afternoon program schedule recently.

The "Talks" series is heard at 2:30 p.m., and the CIO program at 2:45 p.m. On the latter program Bill Downs, CBS news correspondent interviews CIO heads.



MUSIC TIME . . .

Miss Alice Gallup, assistant supervisor of music for the Kansas City public schools and director of the KMBC Schoolhouse "Music Time" series, gives instructions to a music class from Humboldt School. At the left is Frank Crosby, "Music Time" announcer, and in the background Andy Anderson, accompanist for the program.

# CULTURAL PROGRAMS FOR THE MONTH

ALL TIMES CENTRAL STANDARD TIME. KMBC "SCHOOLHOUSE," MONDAYS THROUGH FRIDAYS, 2:15 P. M.

## MONDAYS through FRIDAYS

6:15 A.M. PHIL EVANS—FARM COUNSELOR  
From the KMBC farm.

6:45 A.M. MORNING DEVOTIONS

Inspirational thoughts  
for the day with Evan  
Fry, hymns. (Also Satur-  
day.)



EDDIE EDWARDS  
KMBC Assistant  
Production Manager

8:15 A.M. THE FOOD  
SCOUT

Fruit and vegetable  
news from the Kansas  
City Produce Terminal  
(Also Saturday).

8:30 A.M. THE KMBC HAPPY HOME WITH  
CAROLINE ELLIS

Friendly philosophy with KMBC's nationally-  
known woman commentator. (Also Saturday).

9:30 A.M. KMBC HAPPY KITCHEN WITH  
JUNE MARTIN

Recipes and cooking helps with KMBC's home  
economist. (Also Saturday.)

11:00 A.M. KATE SMITH SPEAKS  
Commentaries on American life.

12:20 P.M. FEED LOT CHATS  
Talks for farm folk by KMBC's Phil Evans,  
from the KMBC farm.

2:15 P.M. KMBC SCHOOLHOUSE

2:30 P.M. CBS AMERICAN SCHOOL OF THE  
AIR

5:30 P.M. THE BIG BROTHER CLUB  
Children's program featuring adventures of  
Tim West, the trail scout.

## MONDAY

2:15 P.M. INSIDE THE NEWS  
KMBC Schoolhouse program with Erle Smith and  
student newscaster reviewing events of the week  
for upper elementary and high school audience.

2:30 P.M. THE STORY OF AMERICA  
Pioneer and frontier history of the United States.

7:00 P.M. VOX POP  
The original quiz program.

8:00 P.M. LUX RADIO THEATER  
Presentation of important screen plays from  
radio's best-known theater.

9:00 P.M. SCREEN GUILD PLAYERS  
Screen stars in excellent film adaptations.

9:45 P.M. HEAR THE HEART OF AMERICA

## TUESDAY

2:15 P.M. THE MAGIC BOOK  
Favorite children's stories, dramatized by  
KMBC's Caroline Ellis for kindergarten and  
elementary grades.

2:30 P.M. GATEWAYS TO MUSIC  
From folk song to symphony on the American  
School of the Air.

8:00 P.M. STARRING HELEN HAYES  
One of America's greatest actresses in some of  
her greatest plays.

9:45 P.M. CONGRESS SPEAKS  
Members of Congress on important subjects.

## SCHOOL OF THE AIR

MONDAY—THE STORY OF AMERICA

February 4—Horace Mann and the Three  
"R's"

February 11—Fremont and California

February 18—Lincoln and Emancipation

February 25—Down the Mississippi

March 4—Via Express

TUESDAY—GATEWAYS TO MUSIC

February 5—Eastern Moods

February 12—Peter and the Wolf

February 19—Wings Over Jordan

February 26—Haydn and Washington

March 5—Let's Dance!

WEDNESDAY—MARCH OF SCIENCE

February 6—Streamlining Travel

February 13—Over the Waves

February 20—Through the Air

February 27—Words Through Wires

March 6—Story of Radar

THURSDAY—THIS LIVING WORLD

February 7—The Farmer's Job

February 14—Troubled Youth

February 21—Ships for World Trade

February 28—The Hero's Return

March 7—Black Market

FRIDAY—TALES FROM FAR AND NEAR

February 8—Can Do, the Story of the  
Seabees

February 15—Abraham Lincoln

February 22—Never Come Monday

March 1—Citizen Tom Paine

March 8—Flags Over Quebec

## DAILY NEWS SERVICE

BILL GRIFFITH

6:00, 7:15, 8:25, 9:45 A.M., Monday through  
Saturday. 12:00 Noon, 12:55 P.M. Saturday.

JOHN FARMER

12:00 Noon, 12:55 P.M. Monday through Friday.

7:15, 9:45 A.M., 12:00 Noon, 6:00, 9:30, 11:00

P.M. Sunday.

HENRY GOODMAN

1:00 A.M. daily.

ERLE SMITH, News Editor

3:25, 6:00, 9:30, 11:00

P.M., Monday through

Saturday.

SAM MOLEN, Sports News

6:10, 9:40 P.M. daily.

TED COLLINS

11:00 A.M., Monday

through Friday.

LYMAN BRYSON, Prob-

lems of the Peace

Sunday, 12:30 P.M.

BILL HENRY—7:55 P.M., Monday through Friday.

EDWARD R. MURROW—12:45 P.M., Sunday.

WILLIAM L. SHIRER—4:45 P.M., Sunday.



SAM MOLEN  
Sports News

## WEDNESDAY

2:15 P.M. FUN WITH FACTS

Science and history of the region for upper and  
elementary grades.

2:30 P.M. MARCH OF SCIENCE

The modern world, down to radar and plastics.

9:00 P.M. GREAT MOMENTS IN MUSIC

LISTENING POST, published monthly, except  
during summer, in behalf of KMBC's Education  
Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director Promotion and Press Relations

## THURSDAY

2:15 P.M. MUSIC TIME  
A carefully planned  
music lesson for elemen-  
tary grades.

2:30 P.M. THIS LIVING  
WORLD

The problems of a world  
at peace, with Quincy  
Howe, CBS news an-  
alyst, as narrator.

7:00 P.M. THE KANSAS  
CITY PHIL-  
HARMONIC  
ORCHESTRA



RODERICK CUPP  
KMBC Program  
Director

## FRIDAY

2:15 P.M. CURTAIN CALL

A 15-minute dramatic program, with a cast of  
high school students.

2:30 P.M. TALES FROM NEAR AND FAR  
Classic and modern stories in this series on  
literature.

7:00 P.M. THE ALDRICH FAMILY  
Comedy built on the hazards of being a young-  
ster of high school age.

9:45 P.M. SUMNER WELLS COMMENTS

## SATURDAY

8:45 A.M. GARDEN GATE  
"Old Dirt Dobber" on gardening pleasures and  
problems.

10:05 A.M. LET'S PRETEND  
Dramatic adaptations of fairy tales and original  
fantasies by Nila Mack.

12:25 P.M. MAN ON THE FARM  
Farm fun-fest featuring Chuck Acree.

2:00 P.M. ASSIGNMENT HOME  
Dramatized solutions to veterans' problems.

2:30 P.M. TALKS  
A series of discussions by civic, political and  
other leaders.

2:45 P.M. CROSS SECTION C.I.O.  
Bill Downs interviews labor elements all over  
the United States.

3:55 P.M. CAMP FIRE GIRLS

4:00 P.M. PHILADELPHIA SYMPHONY

5:15 P.M. THE PEOPLE'S PLATFORM  
Guests hold an informal discussion of social,  
economic, and political issues, with Lyman  
Bryson as chairman.

## SUNDAY

8:00 A.M. COLUMBIA COUNTRY JOURNAL  
Farm experts and guest speakers with important  
farm legislation reported by Chuck Worcester.

8:30 A.M. LITTLE OFFICE BEHIND THE  
CHURCH ORGAN  
Ministers and laymen get together for an in-  
formal round table on present-day problems.

9:00 A.M. CHURCH OF THE AIR  
Services conducted by representatives of the  
major faiths.

10:30 A.M. WINGS OVER JORDAN  
Spirituals and religious talks.

11:00 A.M. STONE CHURCH SERVICE  
Stone Church Choir and speakers in morning  
worship originating at the church.

11:30 A.M. TRANSATLANTIC CALL  
Britain and America meet each other, creating  
an understanding that makes for good will and  
enduring peace.

12:25 P.M. THE VOICE OF YOUR LIBRARY

12:30 P.M. PROBLEMS OF THE PEACE  
Dr. Lyman Bryson, CBS director of post war  
studies and educational broadcasts, discusses  
world crises.

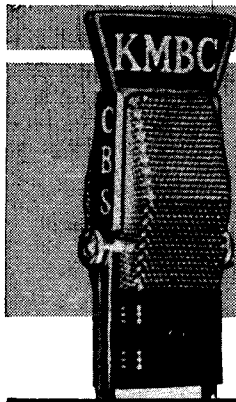
1:00 P.M. READER'S DIGEST—RADIO EDITION

2:00 P.M. NEW YORK PHILHARMONIC SYM-  
PHONY  
Distinguished leaders of science in intermission  
talks.

6:15 P.M. OF HEALTH AND HAPPINESS  
Stories of doctors and medicine.

8:30 P.M. STAR THEATER





# LISTENING POST

*for Education on the Air*

Vol. 3, No. 2

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

March, 1946

## New KMBC Feature "On The Scene" Promotes Safety

In cooperation with the Kansas City Police Department and Safety Council, KMBC's mobile equipment, with Gene Dennis, director of special events at the wheel, goes into action every Thursday evening at 9:45 to present a dramatic event in the life of Kansas City.

First aired February 7, "On the Scene" told the story of the "Drunkometer," a scientific device used to measure the alcoholic content of the human body.



GENE DENNIS . . .

On its second appearance, February 14, escorted by a white safety car and Kansas City police officers, KMBC's mobile unit sped to the scene of an accident at 37th and Main, in Kansas City, where an auto had crashed into the safety lane. Gene Dennis presented an "On the Scene" account as vividly as a motion picture of the accident itself, interviewing the driver of the car and all eye witnesses to the crash.

Following a "prowl" car of the Kansas City Police Department, "On the Scene" next reported the action connected with traffic violators and their apprehension. Interviews were conducted with the offenders as the police officers wrote the ticket or issued a warning.

Then came the graphic account of an accident at Ewing and Independence Avenue where a pedestrian had been run over by a mo-

## Radio Reader's Digest Returns To KMBC

"Reader's Digest — Radio's Edition," returned to KMBC last month, and is on the air each Sunday afternoon at 1:00 o'clock.

The new show is entirely different from the former Reader's Digest show. It features each Sunday a famous star of the stage, screen or radio in a specially written radio adaptation of a story from the current issue of *Reader's Digest*. Such outstanding stars of stage, screen and opera as Frederick March, Florence Eldridge, Martha Scott, Geraldine Fitzgerald and Lawrence Tibbett will be presented.

The new show is sponsored by Hall Brothers, a Kansas City firm.

torist. The victim was interviewed as he lay on the pavement waiting for the ambulance. The driver of the auto was heard as he told his version of the accident to the police.

Presentations throughout March will be in conjunction with the Kansas City Police Department's drive on traffic safety.

## KMBC's "Little Office Behind The Church Organ" Is Builder Of Minds

*Article by Dr. J. W. McDonald, of The Council of Churches*

"The Little Office Behind the Church Organ" is an informal but carefully prepared discussion broadcast every Sunday over KMBC from 8:30 to 9:00 a.m. Tho a local broadcast, it is attracting national attention because it combines several features never before included in one program.

In 1940, radio station KMBC requested the assistance of the Kansas City Council of Churches in planning a weekly broadcast that would supplement but not duplicate the religious and educational programs being broadcast over KMBC and other stations. It was to be an informal educational program which would appeal to widely divergent individuals and groups. While the broadcast must have constructive content for thoughtful persons an element of showmanship would be required to hold such a varied audience. It was decided to experiment.

The experiment has turned out to be community-wide research involving several thousand persons who in their daily work and separate groups are testing the ideas and conviction expressed in these discussions. Several methods have been devised which enable listeners to report their use of creative ideas. Those in charge of the program appreciate the frank criticism of many individuals and groups. This is an essential part of research in the realm of ideas. We are discovering what ideas and convictions many adults consider important and usable. We are also discovering what many adults in different groups would like to do together.

We discover that radio is exposing many adults to new ideas. They report that this enables them to choose their ideas instead of having them determined by some person

(Continued on Page 2, Column 1)



"THE LITTLE OFFICE BEHIND THE CHURCH ORGAN" . . .

Panel for the discussion February 17, 1946, seated around table, left to right: Mrs. Fred L. Scheurer, Chairman of the Radio Committee of the Council of Churches; Dr. J. W. McDonald, of the Council of Churches, who has been the guiding force of the program since its inception; Dr. Jay William Hudson, Professor of Philosophy at the University of Missouri, and Visiting Professor at the University of Kansas City; Mrs. Frances Hayden, Executive Director of the Paseo Branch Y.W.C.A.; Dr. Charles F. Church, Director of Education, KMBC, Chairman of the program; and Mr. E. P. J. Shurick, Director of Promotion and Press Relations, KMBC.

## KMBC To Originate CHURCH OF THE AIR To CBS Network

KMBC will originate the CBS "Church of the Air" program on March 31, with Dr. L. David Cowie, pastor of the Linwood Presbyterian Church as the guest speaker. "Church of the Air," heard over KMBC Sunday mornings at 9:00, presents a notable figure in religion each week.



DR. L. DAVID COWIE . . .

Dr. Cowie's topic will be "Christ First." Music will be by the Linwood Presbyterian Church Choir, directed by Delbert E. Johnson, minister of music.

The Rev. L. David Cowie, B.S., Th.B., D.D. is a graduate of Wheaton College and of Princeton Seminary. He was awarded the Doctor of Divinity degree at John Brown University on May 25, 1945.

Pastor of the Linwood Presbyterian church since 1942, Dr. Cowie is one of the outstanding ministerial speakers in Kansas City. He has taken a very active interest in the youth of America, making extensive calls to youth conferences and rallies.

He is pastor counselor for the "Singspiration" of the Youth for Christ of Greater Kansas City, and has spoken for similar organizations in St. Louis, Detroit, Dayton, Los Angeles, Tulsa, and other cities throughout the East and Middle West.

## KMBC's "Office Behind The Church Organ

(Continued from Page 1, Column 4)

who would regiment their minds. Those who report want to hear both sides of controversial questions. They find helpful such discussions as Lyman Bryson's, "People's Platform," "The Town Meeting of the Air," and the "University of Chicago Round Table."

The broadcasts have been given every week except two since May 1941. The unique features include: (1) Each week a live question is selected in light of what the people in the Kansas City area are hearing over radio, reading and discussing. (2) A different panel of very busy persons is secured to discuss each question. Members of these panels are selected from different professions, occupations, groups and races. They include ministers, laymen, men, women and young people. For each panel four persons are selected who are in very different situations endeavoring to solve the problem involved in the question for the week. Their experiences, ideas and convictions differ. When these four inquiring minds struggle to understand and share each others' ideas they produce a good show. The broadcast is not promotion but education. The discussion is intended to make it difficult for the listeners to accept passively the statement of one of the speakers. Each listener is encouraged to think, to compare, to choose and to act on his convictions.

This limited Kansas City experiment is part of a growing nationwide appreciation of what radio can do in developing persons. The war crisis and the discovery of atomic energy has suddenly thrust modern man into a new era. We, the people, must understand the new situation and provide an intelligent, constructive public opinion. Radio is the focal point where the inquiring minds of the people can meet, understand their common problems and learn to share their common resources. To meet this challenge attention must be focused on the listening end of radio. Passive listening for relaxation should be supplemented by active, creative listening. Our Kansas City experiment and research is intended to assist at this point.



VISITORS . . .

On the "Hear the Heart of America" program over KMBC recently, the situation was reversed and the Heart of America heard about activities elsewhere in the world. Gene Dennis, (right) KMBC's director of special events, broadcast an informal program with Quentin Reynolds, (left) world famous writer, actor and commentator; and Billy Rose, well-known Broadway personality, who recently returned from a trip to Europe.

## Truman-Churchill Visit To Fulton Covered By KMBC

Dr. Franc L. McCluer, president of Westminster college gained the plum of the lecture season when two of the most prominent figures of our day, President Truman and Winston Churchill, agreed to appear before the students of his school.

KMBC presented a complete coverage of the event. Caroline Ellis, KMBC's nationally known commentator, conducted her regular 8:30 a. m. "Happy Home" program from a room on the third floor of the Palace hotel, building her story around the events of the day.



CAROLINE ELLIS

Gene Dennis, director of KMBC's special features department conducted a color commentary of the activities, visitors and general appearance of the town at 10:00 a. m. At 1:00 p. m., from the roof of the Palace hotel, he presented a birds-eye-view of the parade given in honor of the distinguished visitors.

At approximately 3:30 p. m., as President Truman introduced the former Prime Minister of England to the students and guests of Westminster college, KMBC again turned to Fulton, Missouri and presented Mr. Churchill's lecture entitled, "Sinews of Peace."

At 8:30 a. m. this portion of the days events, which had been transcribed, was rebroadcast for those unable to tune in during the day.

## KMBC "Intern" Speaks

Statement by ELMER F. BETH, Acting Chairman, William Allen White, School of Journalism, University of Kansas.

My summer internship in KMBC, Kansas City, under the direction of that ace newscaster, Erle Smith, was a rich experience for me as a newsman, as a teacher, and as a college administrator. I am sure that the other "pioneer" radio interns of 1945 join me in praising the National Association of Broadcasters, the Council on Radio Journalism, and the individual cooperating stations for their enterprise and vision in setting up the novel teacher-training arrangement. Certainly, students in radio journalism are going to benefit from the practical, sensible plan.

★

From the first day, "Professor" Erle Smith was ready and willing to show me how every task was done in his well-organized four-man news department. My first eye opener was the discovery that every word of his four daily news shows is originally composed; not a line is broadcast from teletype copy. Every broadcast is painstakingly organized, carefully balanced, and accurately timed. My first few weeks work was continuing exercise in terse, explicit, lucid writing of news for the ear of the unseen listener.

★

Especially gratifying to me was the feeling that my "professor" was giving me credit for my previous experience in news work and was treating me as if I had been a member of the KMBC staff for years. Erle Smith is an old-line, fast-thinking managing editor who injects into his daily radio work all of the enterprise, resourcefulness, intelligence, and common sense that it takes to manage a good daily newspaper in a strongly competitive area. Working with him, I got a kick out of covering important local news as well as handling the copy that streamed out of five printers. It was a revelation to see how the pay dirt under the daily news overburden was panned out and then refined so it sparkled in the next broadcast.

★

The summer of 1945 was a period of fast-breaking, big news—the Potsdam Conference, Russia's entry into the war, the atomic bombs, Japan's surrender, the problems of reconversion. It was thrilling to have a part in that writing, editing, and broadcasting of such historic news, and I kept copy and notes on the best days for use in my classes. Such live, specific subject matter beats textbooks—especially when the teacher "was dere, Charlie." We studied all the angles of momentous news, sifted mounds of background and informative material, boiled and distilled the dispatches. We avoided commenting on or slanting the news, according to best radio practice, conscientiously striving to present all of the significant news in its proper setting and with its necessary background. Through it all, the "interns" and the "professor" were working together to produce a straight-news show that nobody else could beat. It was work, but it was fun.

★

I found the KMBC department alive with ideas and already doing several unusual things, such as the special news broadcasts to schools, the lunch-hour news shows for civic club, and the "home-town headlines" from communities in the area. I was shown how to use different formats in the writing and editing of news scripts, and I learned how to achieve pace, smoothness, and emphasis before the microphone.

★

When I studied other departments—advertising, research, program, engineering, control, promotion, etc.—every KMBC executive seemed more than willing to explain exactly how the work was done, what principles were followed, what results obtained. Always, I was impressed by the alertness, foresight and initiative which seem to characterize a top-notch radio station staff.

★

Radio people are planning with confidence and with determination to keep in step with the times. Schools of journalism have a new job ahead—to give young people practical training for radio. The intelligent and wholehearted cooperation of the broadcasters, made manifest in the internship program, is going to help get that new job done right.

## Singing Star Has Name Added To Honor Roll

Frank Sinatra, singing star heard over KMBC Wednesdays at 8:00 p. m., had his name added to the 1945 Honor Roll of Race Relations during a broadcast of the "Wings Over Jordan" program from Tuskegee Institute Chapel on Sunday, February 10. The citation, one of eighteen given annually in connection with Negro History Week was announced by Dr. Law-



FRANK SINATRA . . .

rence D. Reddick, curator of the Schomburg Collection of Negro Literature of the New York Public Library.

A nation-wide poll was conducted to determine the six white persons and twelve Negroes who had distinguished themselves in race relationships by contributing to national unity "in terms of real democracy."

Sinatra will also receive an award from the Congress of Industrial Organizations for his 1945 efforts in behalf of religious and race tolerance.

## KMBC Presents New Discussion Series

"Open Hearing," new series of half-hour discussion programs, made its debut over KMBC Tuesday, March 12, with CBS Washington correspondent Larry Lesueur as moderator on the initial broadcast.

"Open Hearing" is designed to present Federal legislators, and government spokesmen who make and execute national policy. The program will present as many important and varied viewpoints as possible on developments of outstanding public interest and significance.

The new series will feature at least one Senator or one Representative on each Tuesday program at 10:30 p. m. over KMBC.

## KMBC Program Notes

The following programs are now a part of the KMBC schedule: At 8:30 p. m. on Tuesdays "Peoples Platform"; Tuesdays and Wednesdays at 9:45 p. m. "Hear the Heart of America"; at 10:30 p. m. Tuesdays "Open Hearing"; Thursdays at 7:00 p. m. "Invitation to Music." "Time for Reason" is a title change on the 12:30 p. m. Sunday, Dr. Lyman Bryson broadcast.

## KMBC Originates "Feature Story"

The CBS "Feature Story" program, heard over KMBC at 6:15 on March 4, was originated by members of KMBC's staff.

The program opened in the New York studios of CBS and then traveled to Fulton, Missouri, where Caroline Ellis, KMBC's nationally known commentator and Gene Dennis, KMBC's Director of Special Features gave an account of the preparations being made in Fulton to receive its distinguished guests, the President of the United States, Harry S. Truman, and the former Prime Minister of England, Winston Churchill.

From Fulton "Feature Story" moved to the KMBC Service Farm where Phil Evans, KMBC's Director of Farm Service, discussed the efforts of the farmers to meet the government's expanded food program.

From the KMBC Farm "Feature Story" moved to the Kansas City Livestock Exchange where Bob Riley, KMBC's Marketcaster discussed the efforts of livestock raisers to meet the expanded food program recently set up by the government.

Then back to New York where Burn Bennett, Editor of "Feature Story" summarized the information presented by KMBC's staff.

## All-Negro Choir Resumes Broadcast After World Tour

The "Wings Over Jordan" choir, back from an extended tour of entertaining troops in Italy, France, Belgium and Germany, resumed broadcasting Sunday, March 3, after a year's absence. The all-Negro choir, under the direction of the Rev. Glenn T. Settle, is heard over KMBC at 10:30 Sunday mornings.

Following the initial broadcast the choir began a concert tour through the South, and is currently broadcasting from cities on the concert schedule.

"Wings Over Jordan" became a network program seven years ago and was heard regularly each Sunday until departure overseas. During the group's absence, notable choral organizations were presented.

While overseas the choir participated in a special memorial service for the late President Roosevelt, singing "The Lord's Prayer." The all-Negro 92nd Division of the 5th Army, under the command of Maj. Gen. E. M. Almond, assembled to hear the "Wings Over Jordan" dedicatory hymn, "We'll Understand It Better, Bye and Bye." The Rev. Mr. Settle and each member of the choir received citations for meritorious services. At Genoa they participated in a special ceremony marking the restoration of the ashes of Christopher Columbus to the original resting place. The ashes had been moved to the mountains by Partisans for safe keeping before the Nazi occupation.



EDUCATORS . . .

Over 1200 public school administrators were in attendance at the recent three-day Meeting of the American Association of School Administrators. This Regional meeting, attracting school men from ten states, was held in Kansas City, Missouri, February 20-22, with Dr. Herold C. Hunt, local Superintendent of Schools as official host. Shown above are two prominent educators in KMBC's studios for an interview with Gene Dennis on "The Heart of America" series. They are: (left) Supt. Warren T. White of Dallas, Texas; (right) Supt. J. E. Stutsman of San Antonio, Texas.

# CULTURAL PROGRAMS FOR THE MONTH

ALL TIMES CENTRAL STANDARD TIME. KMBC "SCHOOLHOUSE," MONDAYS THROUGH FRIDAYS, 2:15 P. M.

## MONDAYS through FRIDAYS

6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.

6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts  
for the day with Evan  
Fry, hymns. (Also Satur-  
day.)

8:15 A.M. **THE FOOD  
SCOUT**

Fruit and vegetable  
news from the Kansas  
City Produce Terminal  
(Also Saturday).



BOB LIGGETT  
KMBC  
Continuity Director

8:30 A.M. **THE KMBC HAPPY HOME WITH  
CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-  
known woman commentator. (Also Saturday).

9:30 A.M. **KMBC HAPPY KITCHEN WITH  
JUNE MARTIN**  
Recipes and cooking helps with KMBC's home  
economist. (Also Saturday.)

11:00 A.M. **KATE SMITH SPEAKS**  
Commentaries on American life.

12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's Phil Evans,  
from the KMBC farm.

2:15 P.M. **KMBC SCHOOLHOUSE**

2:30 P.M. **CBS AMERICAN SCHOOL OF THE  
AIR**

5:30 P.M. **THE BIG BROTHER CLUB**  
Children's program featuring adventures of  
Tim West, the trail scout.

## MONDAY

2:15 P.M. **INSIDE THE NEWS**  
KMBC Schoolhouse program with Erle Smith and  
student newscaster reviewing events of the week  
for upper elementary and high school audience.

2:30 P.M. **THE STORY OF AMERICA**  
Pioneer and frontier history of the United States.

7:00 P.M. **VOX POP**  
The original quiz program.

8:00 P.M. **LUX RADIO THEATER**  
Presentation of important screen plays from  
radio's best-known theater.

9:00 P.M. **SCREEN GUILD PLAYERS**  
Screen stars in excellent film adaptations.

9:45 P.M. **HEAR THE HEART OF AMERICA**

## TUESDAY

2:15 P.M. **THE MAGIC BOOK**  
Favorite children's stories, dramatized by  
KMBC's Caroline Ellis for kindergarten and  
elementary grades.

2:30 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on the American  
School of the Air.

8:00 P.M. **STARRING HELEN HAYES**  
One of America's greatest actresses in some of  
her greatest plays.

8:30 P.M. **PEOPLE'S PLATFORM**  
Round table discussion with Lyman Bryson.

9:45 P.M. **HEAR THE HEART OF AMERICA**

10:30 P.M. **OPEN HEARING**  
Discussion series featuring Government spokes-  
men and Legislators.

## SCHOOL OF THE AIR

**MONDAY—THE STORY OF AMERICA**

March 18—The Rise of Industry  
March 25—Alaskan Gold  
April 1—The Big Canal  
April 8—The Philippines  
April 15—Votes for Women

**TUESDAY—GATEWAYS TO MUSIC**

March 19—The Wand of Youth  
March 26—H. M. S. Pinafore  
April 2—American Rivers in Song  
April 9—The Martial Spirit  
April 16—Saludos Americanos

**WEDNESDAY—MARCH OF SCIENCE**

March 20—Neighbors in Space  
March 27—Oxygen—Breath of Life  
April 3—The Fruit Fly's Secret  
April 10—Earliest Man  
April 17—Behave Yourself!

**THURSDAY—THIS LIVING WORLD**

March 21—Paying for the War  
March 28—Reconstructing Europe  
April 4—Reconstructing Asia  
April 11—Housing America  
April 18—Unity for the Americas

**FRIDAY—TALES FROM FAR AND NEAR**

March 22—Dr. Dolittle's Circus  
March 29—He Went With Marco Polo  
April 5—Clara Barton  
April 12—The Devil and Daniel Webster  
April 19—The Village That Learned to Read

## DAILY NEWS SERVICE

**BILL GRIFFITH**

6:00, 7:15, 8:25, 9:45 A.M., Monday through  
Saturday. 12:00 Noon, 12:55 P.M. Saturday.

**JOHN FARMER**

12:00 Noon, 12:55 P.M. Monday through Friday.  
7:15, 9:45 A.M., 12:00 Noon, 6:00, 9:30, 11:00  
P.M. Sunday.

**ERLE SMITH, News Editor**

3:25, 6:00, 9:30, 11:00  
P.M., Monday through  
Saturday.

**JAM MOLEN, Sports News**

6:10, 9:40 P.M. daily.

**TED COLLINS**

11:00 A.M., Monday  
through Friday.

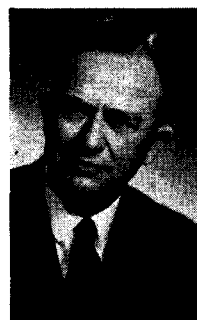
**LYMAN BRYSON, A**

Time for Reason  
Sunday, 12:30 P.M.

**BILL HENRY—7:55 P.M., Monday through Friday.**

**EDWARD R. MURROW—12:45 P.M., Sunday.**

**WILLIAM L. SHIRER—4:45 P.M., Sunday.**



LYMAN BRYSON

## WEDNESDAY

2:15 P.M. **FUN WITH FACTS**

Science and history of the region for upper and  
elementary grades.

2:30 P.M. **MARCH OF SCIENCE**

The modern world, down to radar and plastics.

9:00 P.M. **GREAT MOMENTS IN MUSIC**

9:45 P.M. **HEAR THE HEART OF AMERICA**

**LISTENING POST**, published monthly, except  
during summer, in behalf of KMBC's Education  
Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education  
E. P. J. Shurick

Director Promotion and Press Relations  
W. K. Rodat, Editor

## THURSDAY

2:15 P.M. **MUSIC TIME**

A carefully planned music lesson for elementary  
grades.

2:30 P.M. **THIS LIVING WORLD**

The problems of a world at peace, with Quincy  
Howe, CBS news analyst, as narrator.

7:00 P.M. **INVITATION TO MUSIC**

9:45 P.M. **ON THE SCENE**  
Vivid accounts of drama in the interest of  
Traffic Safety in Kansas City.

## FRIDAY

2:15 P.M. **CURTAIN CALL**

A 15-minute dramatic program, with a cast of  
high school students.

2:30 P.M. **TALES FROM  
NEAR AND FAR**

Classic and modern  
stories in this series on  
literature.

7:00 P.M. **The ALDRICH  
FAMILY**

Comedy built on the  
hazards of being a  
youngster of high school  
age.

9:00 P.M. **COUNTY  
NEIGHBOR**

Discussion and interview program with Phil Evans.

9:45 P.M. **SUMNER WELLS COMMENTS**



PHIL EVANS  
KMBC  
Farm Director

## SATURDAY

8:45 A.M. **GARDEN GATE**

"Old Dirt Dobber" on gardening pleasures and  
problems.

10:05 A.M. **LET'S PRETEND**

Dramatic adaptations of fairy tales and original  
fantasies by Nila Mack.

12:25 P.M. **LIVESTOCK HEALTH**

2:00 P.M. **ASSIGNMENT HOME**

Dramatized solutions to veterans' problems.

2:30 P.M. **TALKS**

A series of discussions by civic, political and  
other leaders.

2:45 P.M. **CROSS SECTION C.I.O.**

Bill Downs interviews labor elements all over  
the United States.

3:55 P.M. **CAMP FIRE GIRLS**

4:00 P.M. **PHILADELPHIA SYMPHONY**

## SUNDAY

7:30 A.M. **THOUGHTS FOR THE DAY**

8:00 A.M. **COLUMBIA COUNTRY JOURNAL**

Farm experts and guest speakers with important  
farm legislation reported by Chuck Worcester

8:30 A.M. **LITTLE OFFICE BEHIND THE  
CHURCH ORGAN**

Ministers and laymen get together for an in-  
formal round table on present-day problems.

9:00 A.M. **CHURCH OF THE AIR**

Services conducted by representatives of the  
major faiths.

10:05 A.M. **WINGS OVER JORDAN**

Spirituals and religious talks.

11:00 A.M. **STONE CHURCH SERVICE**

Stone Church Choir and speakers in morning  
worship originating at the church.

11:30 A.M. **TRANSATLANTIC CALL**

Britain and America meet each other, creating  
an understanding that makes for good will and  
enduring peace.

12:25 P.M. **THE VOICE OF YOUR LIBRARY**

12:30 P.M. **A TIME FOR REASON**

Dr. Lyman Bryson, CBS director of post wa-  
studies and educational broadcasts, discusse  
national and world problems.

1:00 P.M. **READER'S DIGEST—RADIO EDITION**

2:00 P.M. **NEW YORK PHILHARMONIC SYM-  
PHONY**

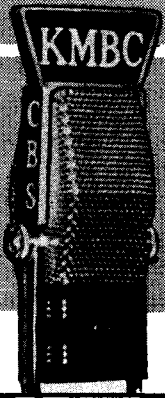
Distinguished leaders of science in intermission  
talks.

6:15 P.M. **OF HEALTH AND HAPPINESS**

Stories of doctors and medicine.

8:30 P.M. **STAR THEATER**





# LISTENING POST

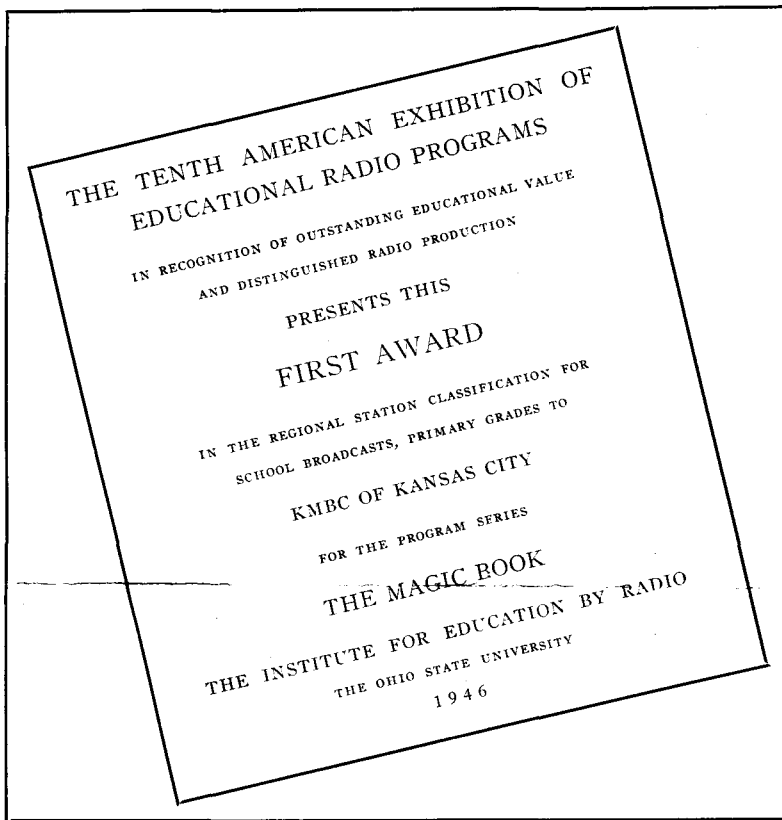
*for Education on the Air*

Vol. 3, No. 4

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

May-June, 1946

## The "Magic Book" Receives National Award From Ohio State University



KMBC's third National award in as many months was announced recently by the Sixteenth Institute for Education by Radio at Ohio State University. This time it is a First Award presented to "The Magic Book," best loved children's stories which are created and narrated by Caroline Ellis,



CAROLINE ELLIS  
Keeper of the Magic Book

KMBC's noted woman commentator as the Tuesday presentation of the KMBC Schoolhouse series. "Blackie Takes a Trip," a story of a little black cat who ventured into the world of china cats, was submitted as a typical entry of the series. It was judged the best in the land for primary grades!

The citation accompanying the Award stated: "For the preparation of a delightful story hour which entertains and stimulates the imagination of kindergarten and primary grade children. The program helps its young listeners to acquire a better vocabulary and an appreciation of good reading."

From every side throughout the Heart of America, listeners have had nothing but praise for "The Magic Book," but when one considers the stiff competition in this

most important of education radio clinics, the award takes on added significance. "The Magic Book" is designed for the primary grades as part of the KMBC Schoolhouse programs and is planned and produced in cooperation with the schools of this area. It is a quarter-hour presentation with the cast selected from the staff of KMBC and is produced by Fran Heyser. The winning entry was broadcast January 8, 1946 at 2:15 p.m.

### Judges Summarize

In a summary of the awards it was stated by the judges: "This opportunity for careful listening has been a unique experience, one that has enriched us immeasurably. We were rewarded with a new conception of the level of educational broadcasting as reflected by this large number of program entries. The level is high, and in some cases vividly exciting and brilliant. As we have listened, we have wished that many others might share with us this same broadening experience."

## "Invitation To Learning" Now Heard Over KMBC

Long a popular feature of the Columbia Broadcasting System, "Invitation to Learning," is now being heard over KMBC at 10:00 a.m. on Sundays. The program is produced by the CBS Education Division and presents an informal discussion by authorities on topics of interesting and educational value.

## Clock Setback Has Created Changes In KMBC Schedule

Due to the recent time change many KMBC programs are now heard one hour earlier. However, there have been some radical time changes caused by this general setback of clocks that bear mention.

Programs that have been affected and are now heard on Sundays are: "Peoples Platform," which is now heard at 11:30 a.m.; "Time for Reason," with Lyman Bryson at 5:30 p.m. and "Readers Digest—Radio Edition," sponsored by Hall Brothers for Hallmark Greeting Cards, now presented at 8:30 p.m.

Monday and Tuesday each contain one radical change. "Assignment Home" is now heard at 10:30 p.m. on Mondays and on Tuesdays "Open Hearing" is now presented at 8:30 p.m.

On Wednesday evenings "County Neighbors" is now heard at 6:30 and "Hear the Heart of America" at 9:45.

There have been no extreme time changes in Friday's cultural programs. On Saturdays KMBC now presents, in the afternoon at 4:00, "Cross Section—AFL" and at 5:00 p.m., "Talks." In the evening "Academy Award Theatre" is now heard at 8:45 under the sponsorship of E. R. Squibb & Sons.

Some programs have made minor time changes, such as: "Voice of Your Library" which is now heard at 12:10 p.m. on Sunday and "Way-side Chapel" which has moved to 5:00 p.m. on Sunday. The "Camp Fire Girls" program is now presented at 1:25 p.m. on Saturdays.

The daily KMBC afternoon newscasts with Erle Smith are now presented at 2:25 and 5:45 with the KMBC sportscast by Sam Molen following the late afternoon news at 5:55.

## Dramatic Coach of "Curtain Call" Discusses Series

By Ruth Castle

The bell in the tower of the KMBC School House has rung for the last time this year, much to the regret of the members of the All-City High School Work Shop, which was composed of the nine Kansas City, Missouri High Schools and the Wyandotte High School of Kansas City, Kansas. Through the cooperation of KMBC and the public schools, the members of the All-City High School cast have been provided a rich experience in radio.



RUTH CASTLE . . .

It has indeed been an experience in cooperation. The public schools furnished the talent, the scripts, and the director, while KMBC gave the services of its production manager, its music director, sound technician, and engineers for the final rehearsal and transcription of the weekly programs. These were put on the air ways every Friday at 2:15 p.m. for both the classroom audience and the people of the community to enjoy.

Early in October the speech departments of the various high schools chose a group of their most talented students to try out for the All-City Work Shop. They were given auditions after which 45 people were selected for the casting list. Each week a new cast was chosen from this list, giving all 45 members actual experience in radio production.

A cast would rehearse every  
(Continued on Page 2, Col. 3)

## Fifteen Years of Stardom and She's Still Going Strong

Kate Smith, one of the most cited and photographed women in the world who celebrated her 15th anniversary as a CBS-KMBC star on May 1, seems to be destined to "shine" forever.

Heard over KMBC Monday thru Friday at 10:00 a.m. on the "Kate Smith Speaks" program which is sponsored by General Foods for Post Raisin Bran and Post Bran Flakes, she is one of radio's most popular woman commentators. The idea for a commentary program occurred to her manager, Ted Collins,



KATE SMITH MAKES FIRST BROADCAST

Kate Smith, who celebrated her 15th anniversary as a CBS star on May 1, is shown during his first broadcast from the CBS studios in 1931.

in 1938 when the program was launched, with Kate telling her warm, human interest stories about people and places in the news, and Ted Collins giving a daily account of the news-behind-the-news.

Kate Smith is also heard over KMBC on Friday evenings at 6:30 on the "Kate Smith Sings" program for General Foods' Postum.

## KMBC Receives National Award For Top Promotion

KMBC of Kansas City received its second National award last month for "THE MOST EFFECTIVE ALL-OVER STATION PROMOTION BY A REGIONAL RADIO STATION," from the College of the City of New York in competition with radio stations throughout the nation. Following on the heels of the recent Variety award which was presented to KMBC for knowing best "HOW TO RUN A RADIO STATION," it attests to the national prestige held by this Heart of America station.

## "Curtain Call" Series Discussed

(Continued from Page 1, Col. 4)

Tuesday and Wednesday from 3:00 to 5:00 p.m. in a room in the Public Library and then on Thursday go to KMBC at 2:30 for the final rehearsal and transcription. At the studios they received many valuable suggestions and had the experience of producing a show with professional people.

The scripts ranged from original plays given for the purpose of informing the public of some worthy cause, to comedies adapted purely for entertainment. This wide variation in program material gave the student actors experience in interpreting all types of dramatic scripts. Two of the plays presented were written by high school students; one an adaption of a legend written by Charles Holt of Wyandotte High School; another by Joan Mowry and John Hawkinson of Central High School commemorating Shakespeare's birthday.

### Progress Shown

Much progress has been made in the personal development of these work shop people. They have become better readers and more critical listeners. Since they can hear their transcription played back to them the day after they have made it, they can make a critical study of their own problems.

The program has been very satisfactory from the standpoint of the listening audience also. Classes have studied scripts the day before the transcription is presented and then have given a critical analysis of each production, noting the progress of the various participants.

The value of this experience to these high school students can not be measured in terms of dollars and cents but in benefits which will accrue to members of the cast through the years.

## "Women's Club" on KMBC

"Woman's Club", under the chairmanship of Isabel Leighton is now heard over KMBC at 3:15 p.m. Monday through Friday, with discussions between the chairman and a guest personality.

## How Broad Are Your Radio Horizons?

The radio tuner-in is apt to limit his appreciation of broadcasting's services to the couple or three stations that come within the listener's immediate scope. We sometimes forget the fact that the stations we have come to know as our own should be multiplied hundreds-fold in drawing up a true picture of broadcasting's service to the American way of life.

★

Would the radio critic who never wandered out of the wheat fields of Kansas ever think of a radio station with nightly programs to entertain the fisherman away at sea—and tell him of his family and community news? Well, that's what our middle-western friend would find if he visited Gulfport, Mississippi and tuned into radio station WGCM.

★

And in turn would our Gulfport fisherman realize the importance of the North Central Broadcasting System's or the Wisconsin Network's daily weather reports to the traveling salesman and school children of the north part of the country with its heavy snows and blizzards?

★

Imagine if you will the cowboy of Wyoming having an understanding of the importance of WEEI in Boston to the cranberry growers of New England. Hundreds of thousands of barrels of cranberries have been saved through the station's twice daily weather reports—giving the growers the opportunity to flood the cranberry bogs in case of frost.

★

Chances are our cowboy wouldn't comprehend the full significance of WKAR's spring weather reports up in East Lansing, Michigan when farmers are advised that the weather will be warm enough in the next few days to start the sap flow, the time when the sap carries the highest sugar content.

★

But our cowboy would realize how important is KXEL's service of hiring a full-time practicing livestock veterinarian for giving the Waterloo station's listeners the benefit of his experience in the care of their livestock. And he would look with understanding upon the "KMBC Service Farms" project where modern livestock raising methods are put to test with findings passed on to listeners in three remote broadcasts direct from the site of the farm.

★

Yes—radio's service in the public interest is a great patch work quilt of doing little things, day in and day out, in hundreds of important ways. How narrow is the outlook of the critic, well meaning as he or she may be, when saying "broadcasting never does anything without expecting something of a monetary way in return." Too many are they who think of radio in terms of a distasteful singing commercial—or possibly a drippy-dramatic daytime serial—yes, and that off-color comedian. Isn't it about time that we start thinking constructively of broadcasting—instead of dwelling upon the exception?

## KMBC's Anniversary Receives National Network Recognition

Word of KMBC's 25th Anniversary reached the ears of listeners throughout the nation last month. Kate Smith and Ted Collins on the



### IN CELEBRATION . . .

Above, Kansas City's Chamber of Commerce meets to hear the story of radio's early beginnings, presented by KMBC staff artists. Left, Big Brother Club party held in Kansas City's Municipal Auditorium arena in celebration of KMBC's 25th Anniversary.



"Kate Smith Speaks" program heard over KMBC Monday through Friday at 10:00 a.m. CST, for Post's Raisin Bran & Bran Flakes; Art Linkletter, "House Party's" master of ad lib, sponsored by General Electric and heard over KMBC Monday through Friday at 2:00 p.m. CST; and William S. Keighley, producer-director of "Lux Radio Theatre," heard over KMBC Mondays at 7:00 p.m. CST., extolled to the world at large their recognition of KMBC as a radio station and the accomplishments of Arthur B. Church, its president and founder.

### Local Celebrations

Here in the Heart of America the Kansas City Chamber of Commerce sat in on the production of an actual half-hour broadcast telling of radio's early beginnings and

its influence on the American way of life. The dramatic script was written by Gene Dennis, KMBC's director of special features and the musical background was supplied by KMBC's nationally known "Texas Rangers." Material for the presentation has been gathered by KMBC from 300 broadcasters, and is being compiled into a book "The First Quarter-Century of American Broadcasting" to come off the press later this year under the auspices of the station.

In Kansas City's Municipal Auditorium Arena on April 20th, Tim West and all regular Brush Creek Follies talent presented an entertaining and well-received show to members of the KMBC Big Brothers Club in celebration of KMBC's 25th Anniversary.

## Medical Society Presents Drama

Presented by KMBC in cooperation with the Jackson County Medical Society, "Of Health and Happiness," heard over KMBC at 9:45 p.m. each Monday, has returned to dramatic format.

Termed "precautionary script" the weekly stories, written by Sue Jenkins of the Jackson County Medical Society, brings listeners face to face with common ailments and diseases—their cause and effect.

KMBC staff members provide the talent for this quarter-hour broadcast with Fran Heyser playing the part of the Doctor.



### TIME OUT FOR TEA . . .

Above, left to right: Miss Maryellen Henderson, chairman of the recent annual field day of the Kansas City Home Economics and Business group; June Martin, KMBC's graduate home economist, who was mistress of ceremonies and chairman of the entertainment committee for the event; and Miss Virginia McGurk, chairman of the organization, take time out for tea at the Pickwick Hotel following a tour of home economics departments in Kansas City business establishments.



### MUSIC TIME . . .

From the R. T. Coles Vocational and Junior High School came this Girl's Glee Club to appear in the KMBC Schoolhouse Thursday afternoon, April 11. The group was under the direction of its regular teacher, Miss Mildred Guthrie, standing at the left. Music Time's radio music teacher, Miss Alice Gallup, seems pleased as she surveys the young singers from her position at the right.

# CULTURAL PROGRAMS FOR THE MONTH

ALL TIMES CENTRAL STANDARD TIME.

## MONDAYS through FRIDAYS

6:15 A.M. PHIL EVANS—FARM COUNSELOR  
From the KMBC farm.

6:45 A.M. MORNING DEVOTIONS

Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)



A. R. MOLER  
Chief Engineer of KMBC

8:15 A.M. THE FOOD SCOUT

Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday).

8:30 A.M. THE KMBC HAPPY HOME WITH CAROLINE ELLIS

Friendly philosophy with KMBC's nationally-known woman commentator. (Also Saturday).

9:30 A.M. KMBC HAPPY KITCHEN WITH JUNE MARTIN

Recipes and cooking helps with KMBC's home economist. (Also Saturday.)

10:00 A.M. KATE SMITH SPEAKS  
Commentaries on American life.

12:20 P.M. FEED LOT CHATS  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.

3:00 P.M. FEATURE STORY

3:15 P.M. WOMAN'S CLUB

5:15 P.M. THE BIG BROTHER CLUB

Children's program featuring adventures of Tim West, the trail scout.

## MONDAY

7:00 P.M. LUX RADIO THEATER

Presentation of important screen plays from radio's best-known theater.



WILLIAM KEIGHLEY  
Producer of Lux Radio Theatre

8:00 P.M. SCREEN GUILD PLAYERS

Screen stars in excellent film adaptations.

9:45 P.M. OF HEALTH & HAPPINESS

10:30 P.M. ASSIGNMENT HOME

## TUESDAY

7:00 P.M. AMERICAN MELODY HOUR

8:30 P.M. OPEN HEARING

Discussion series featuring Government spokesmen and Legislators.

9:45 P.M. HEAR THE HEART OF AMERICA

## DAILY NEWS SERVICE

BILL GRIFFITH

6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.

JOHN FARMER

12:00 Noon, 12:55 P.M. Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 5:45, 9:30, 11:00 P.M. Sunday.

ERLE SMITH, News Editor

2:25, 5:45, 9:30, P.M., Monday through Saturday.

SAM MOLEN, Sports News

5:55, 9:40 P.M. daily.

TED COLLINS

10:00 A.M., Monday through Friday.

LYMAN BRYSON, A

Time for Reason Sunday, 5:30 P.M.

WILLIAM L. SHIRER—3:45 P.M., Sunday.

ROBERT TROUT, With the News Till Now

4:45 P.M., Monday through Friday.

CHARLES COLLINGWOOD—4:45 P.M., Saturday.

BILL HENRY—6:55 P.M., Monday through Friday.

NED CALMER—6:55 P.M., Saturday and Sunday.



CHARLES COLLINGWOOD

## WEDNESDAY

8:00 P.M. GREAT MOMENTS IN MUSIC

9:45 P.M. HEAR THE HEART OF AMERICA

## THURSDAY

6:30 P.M. COUNTRY NEIGHBOR

Discussion and interview program with Phil Evans.

9:45 P.M. ON THE SCENE

Vivid accounts of drama in the interest of Traffic Safety in Kansas City.

## FRIDAY

6:30 P.M. THE ALDRICH FAMILY

Comedy built on the hazards of being a youngster of high school age.

9:45 P.M. SUMNER WELLS COMMENTS

10:00 P.M. THE OUTDOORSMAN

LISTENING POST, published monthly, except during summer, in behalf of KMBC's Education Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director of Promotion and Press Relations

W. K. Rodat, Editor

## SATURDAY

8:45 A.M. GARDEN GATE

"Old Dirt Dobber" on gardening pleasures and problems.

12:25 P.M. LIVESTOCK HEALTH

1:00 P.M. LET'S PRETEND

Dramatic adaptations of fairy tales and original fantasies by Nila Mack.

1:25 P.M. CAMP FIRE GIRLS

4:00 P.M. CROSS SECTION A.F.L.

Bill Downs interviews labor elements all over the United States.

4:15 P.M. AMERICAN PORTRAIT

5:00 P.M. TALKS

A series of discussions by civic, political and other leaders.

8:45 P.M. ACADEMY AWARD THEATRE

Academy Award winners in radio adaptations of Academy Award motion pictures.



E. P. J. SHURICK  
Director of Promotion and Press Relations, KMBC

## SUNDAY

6:30 A.M. COLUMBIA COUNTRY JOURNAL  
Farm experts and guest speakers with important farm legislation reported by Chuck Worcester.

7:30 A.M. THOUGHTS FOR THE DAY

8:00 A.M. CHURCH OF THE AIR

Services conducted by representatives of the major faiths.

8:30 A.M. LITTLE OFFICE BEHIND THE CHURCH ORGAN

Ministers and laymen get together for an informal round table on present-day problems.

9:05 A.M. WINGS OVER JORDAN

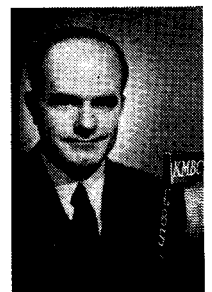
Spirituals and religious talks.

10:00 A.M. INVITATION TO LEARNING

10:30 A.M. YOURS SINCERELY

11:00 A.M. STONE CHURCH SERVICE

Stone Church Choir and speakers in morning worship originating at the church.



LEE STEWART  
KMBC's Chief Announcer

11:30 A.M. PEOPLE'S PLATFORM

Round table discussion with Lyman Bryson.

12:10 P.M. THE VOICE OF YOUR LIBRARY

1:00 P.M. COLUMBIA BROADCASTING SYMPHONY

2:00 P.M. COLUMBIA WORKSHOP

5:00 P.M. WAYSIDE CHAPEL

5:30 P.M. A TIME FOR REASON

Dr. Lyman Bryson, CBS director of post war studies and educational broadcasts, discusses national and world problems.

7:30 P.M. STAR THEATER

8:30 P.M. READER'S DIGEST—RADIO EDITION

9:45 P.M. REPORT FROM UNITED NATIONS





# LISTENING POST

*for Education on the Air*

Vol. 3, No. 6

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

November, 1946

## KMBC Greet Missouri State Teachers Association Convened in Kansas City

KMBC extends its best wishes to the Missouri State Teachers Association, as it convenes this week for its biennial Convention in Kansas City's Municipal Auditorium.

Our congratulations to the Association's President, Dr. L. E. Ziegler, Superintendent of Schools at Columbia, Missouri, and to the official host, Dr. Herold C. Hunt, Superintendent of Schools in Kan-

northeast High School. The question: "Are Youth and the School Meeting Their Obligation to One Another?"

A special section of high school students will supply questions for the four participants during the latter part of the program. Moderator of the discussion will be Mr. C. W. Petegrew of Columbus, Ohio, Executive Secretary and National Moderator of the Junior Town Meeting League. Miss Lillian Lang of the B.B.C. office in New York City, who has represented that organization in preparing the program, will also be in Kansas City to assist in final details.

Attendants at this broadcast will hear also the pre-broadcast rehearsal and the "acquaintance" conversations between the participants here and in England. This preliminary session is likely to be of as much interest as the broadcast itself.

Elaborate facilities have been arranged by KMBC's Studio Director, Kenneth R. Krah, and the B.B.C. engineers, with telephone lines to the B.B.C. office in New York, and short wave radio trans-

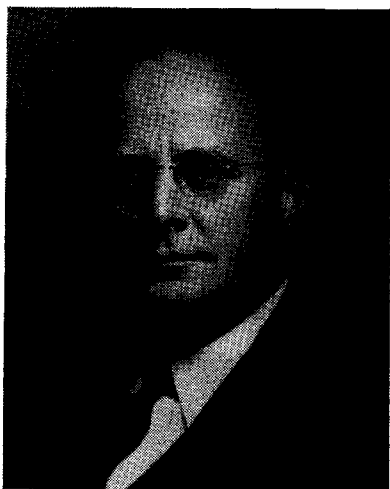


DR. L. E. ZIEGLER . . .  
Association President.

sas City, Missouri, as well as to their many associates who have worked with them to make this meeting the finest yet.

### Junior Town Meeting

It has been KMBC's privilege to cooperate with the Association in arranging the program for the first evening general session, Thursday, November 7. Working with representatives of the Junior Town Meeting League, the British Broadcasting Cooperation, and the Kansas City School Administration, the first of these international student forums for the current school year has been planned especially for this occasion. Those in attendance will see the actual broadcast, as Barbara McFarlane, a senior of Northeast High School and Dick Griffith, a senior of Southwest High School engage in a forum discussion with Bella Marcus and Bernard Palmer, participating students in London. Student alternates in Kansas City are Diane Prettyman, Southwest High School and Walt Lochman, Jr.,



DR. HEROLD C. HUNT . . .  
Official Host.

mission thence across the Atlantic to London. In London, due to the time difference, participants will be in the studios at the early morning hours of 2:00 to 3:00

(Continued on Page 3, Col. 1)

## Teachers' Outlines and Manuals Available

Materials for aid in classroom use of the "KMBC School of the Air" series are available to teachers, without charge, upon request to the Educational Director, Station KMBC, Kansas City 6, Missouri. Teachers aids include the "School of the Air" Calendar Manual, and the teachers' outlines for the "Schoolhouse" programs.

## K. C. Philharmonic To Air 13-Week Season Over KMBC

November 8 will usher in another brilliant season of half-hour concerts by the Kansas City Philharmonic orchestra over KMBC. Concerts will be presented for a 13-week period at 7:30 p.m., Fridays under the direction of Efrem Kurtz.



### KANSAS CITY PHILHARMONIC . . .

With Efrem Kurtz conducting, the Kansas City Philharmonic presents a 13-week series of Friday evening (7:30) concerts over KMBC sponsored by Robert Keith, Inc.

## "First Quarter Century" Presented Before NAB

"The First Quarter Century of American Broadcasting," compiled from the contributions of more than 300 radio stations and edited by E. P. J. Shurick, Director of Promotion at KMBC, was formerly introduced at the NAB Convention in Chicago.

President Justin Miller of the NAB and Acting Chairman Charles R. Denny Jr., of FCC were presented leather bound, first editions by Mr. Shurick. Contributors are receiving special numbered copies of the new book which was written to tell the complete story of broadcasting.

The book contains 384 pages with more than 1000 authenticated milestones as a permanent record of broadcasting, and in commemoration of its 25th anniversary. Each of the 16 chapters has its own chronology of facts for reference purposes.

Sponsorship of the season has been contracted by Robert Keith, Inc., one of Kansas City's leading home furnishing establishments. In sponsoring the radio broadcasts Robert Keith, Inc. places Kansas City in a class with New York, Boston, Detroit, San Francisco and Los Angeles, the only other cities having symphony groups with a sponsored radio season.

### Fourth Year

The 74 piece orchestra, entering its fourteenth season, has become a nationally known institution. This seasons broadcasts marks the fourth year that KMBC has brought the Philharmonic to the Heart of America radio audience.

P. Hans Flath, KMBC's director of music, will act as liaison between the station and Efrem Kurtz in building the musical programs specifically for the radio audience.

In addition to widening the orchestra's audience, the broadcasts in past seasons have helped to insure the organization's permanence in the city by increasing its income.

## KMBC Programs To Observe National Education Week

In observance of National Education Week, November 10-16, KMBC has arranged a series of special programs.

Beginning the week, KMBC's Sunday morning Round Table, "The Little Office Behind the Church Organ" (November 10, 8:30-9:00 A.M.) will have five guests to discuss the question "How Can Education Week Be Related to Total Education." Guests will include Mr. Arthur W. Gilbert, Director of Research and Curriculum, and Mr. Gordon Wesner, a teacher at Southwest High School, both from the Kansas City public schools; Mrs. Tedding Putman, and Mrs. William E. Kemp, both of whom are actively interested in civic and educational affairs in Kansas City; and Dr. J. W. McDonald of the Council of Churches.

The "Magic Book" will present an adaptation by Caroline Ellis of "Robert Francis Weatherby," the story of a little boy who didn't want to learn to read or write, and the many difficulties he experienced because of it. This program will be broadcast November 12, 2:00-2:15 P.M. Especially designed for kindergarten and primary school children "The Magic Book" which recently was awarded national recognition in the form of a first award from the Ohio State University in the Sixteenth Institute for Education by Radio, is also enjoyed by many "grown-ups" at home.

Tuesday evening November 12, at 9:45 P.M., a special interview has been arranged for "The Heart of America." Gene Dennis will have as his guests three generations of a family, all of whom have attended school in Kansas City.

Other programs in recognition of this special week will originate from the N. Y. Studios of CBS and will be presented over KMBC.



VISITOR . . .

Phil Evans, KMBC's director of farm service (left) brought Secretary of Agriculture Clinton P. Anderson to the KMBC studios to present his views on Kansas City's American Royal for the CBS network "Country Journal" program.

## KMBC Attends Kansas Teachers Meeting

KMBC's Education Department "moved" to Topeka, Kansas October 31 and November 1, for the Eastern Sectional Meeting of the Kansas State Teachers Association. Much interest was shown in the exhibit of KMBC's educational activities, which include both "in-school" and recommended home-listening programs.



VOX POP . . .

The conclusion of the Kansas City origination of "Vox Pop" showed a stage piled with gifts and smiling participants left to right: Miss Raye Virginia McCreary, Parks Johnson, Charles Napier, E. D. Frazier and Warren Hull.

## "Information Please" Challenges Listeners

"Information Please," heard over KMBC each Thursday evening at 6:30 challenges radio listeners to stump the experts and receive a cash award and a set of the Encyclopaedia Britannica. The half hour program, sponsored by the Parker Pen Company, features regular experts Franklin P. Adams, John Kieran and Master of Ceremonies Clifton Fadiman. Guest experts are presented each week.

## Kansas City Plays Host To KMBC-CBS "Vox Pop" Program

The coast-to-coast broadcast of "Vox Pop," that pioneer audience-participation interview program, heard over KMBC Tuesday nights at 8, from the Arena of Kansas City's Municipal Auditorium,

proved its theory that "the average man has a far more interesting story to tell than any celebrity."

With masters of ceremonies, Parks Johnson and Warren Hull shooting the questions, giving away hard-to-get items, and Lipton products (sponsors of the program) before the 11,000 FFA members gathered for their national convention, it could easily be seen why this program is the oldest and yet most popular of its kind.

### Mule Authority

Miss Raye Virginia McCreary, 17 year-old senior at the Temple, Texas high school and a Future Homemaker was the first participant. She received an evening gown, a set of musical horns and attachments for her car. Mr. E. D. Frazier of Drexel, Missouri, proved an authority on mules. When asked "And how do you judge a mule?" by Parks Johnson, he replied, "Just like a woman. You look at her legs and her general conformation. You look for beauty." Mr. Frazier was presented a Virginia saddle and bridle and three silver serving spoons for his wife.

"Vox Pop" will celebrate its fifteenth year on the air this month, with close to 7,000 persons having been interviewed. Guest interviewees have received approximately \$200,000 in cash and merchandise as gifts. Parks Johnson and Warren Hull have traveled 260,088 miles for 225 wartime programs since July 4, 1940.

## About Criticism in Print

Excerpts from President Justin Miller's keynote address given before the NAB Convention in Chicago.

★ ★ ★

At the time I was preparing this portion of my address, I had before me a copy of the *New York Times* for October 8, 1946. The total number of pages was 48, roughly equivalent to the 48 half-hour periods available during a day. Of these 48 pages, 45 contained advertising. Another page carried no advertising except that of the *Times*' own radio station. Another page carried no advertising except the subscription rates of the *Times*. Only one page was entirely free of all commercial material. Six of the 48 pages were devoted exclusively to advertising; 10 additional pages devoted at least half their space to advertising; 15 additional pages devoted at least one quarter of their space to advertising.

★ ★ ★

According to standards which have been suggested for broadcasting, this copy of an outstanding metropolitan daily was almost 100% commercial. Imagine the reaction which would come to a station which devoted three full consecutive hours to advertising; or to a station which devoted 2½ hours out of an additional five hours to advertising.

★ ★ ★

In the August 1946 number of a very conservative magazine, an article was published which was very critical of the capacity of broadcasting licensees properly to control their advertising. The display ad on the inside of the back cover page of the same magazine was of an old grandfather drinking whiskey. The broadcasters have a standard of practice which forbids the carrying of such advertising and it is a standard which, so far as I know, has been pretty well lived up to.

★ ★ ★

Wholesale criticism of broadcast advertising is completely unrealistic so far as a large number of people are concerned. Many people actually like such advertising; they believe that it is in the public interest.

★ ★ ★

One thing which has most impressed me is that those who have been appearing most frequently in public print—trying to tell the people about radio broadcasting—are those who know least about American life and American broadcasting.

★ ★ ★

The free lance cynics, the frustrated Don Quixotes, the horseflies of American life play a useful part in applying the gad to entrenched self-interest and complacent sycophancy, but the picture which they paint is a purposely distorted caricature. In order to preserve a decent balance, it is necessary that someone describe the true values of American broadcasting.

## Missouri Teachers Greeted By KMBC

(Continued from Page 1, Col. 2.)

A.M. In Kansas City the program will be broadcast direct from the Arena stage at 8:30-9:00 P.M.

Following the Junior Town Meeting, KMBC's nationally famous "Texas Rangers" will entertain the audience with a special program of the music which has made them popular on the Columbia network and in motion pictures. "Captain Bob" and all the others, in colorful western dress, will act as musical hosts.

### KMBC Exhibit Booth

School administrators and teachers are invited to visit KMBC's Exhibit Booth at some time during the Convention. Here may be found information concerning the seven radio programs broadcast each week by KMBC for "In-school" listening which include three CBS School of the Air broadcasts: "Gateways to Music," Mondays; "March of Science," Wednesdays; "Tales of Adventure," Fridays; and four KMBC Schoolhouse programs: "The Magic Book" and "Fun With Facts" Tuesdays; "Inside the News" and "Music Time" Thursdays. All programs broadcast 2:00-2:30 P.M. Copies of the 1946-47 Calendar Manuals for the CBS "American School of the Air" will be available for all who use the series in school or for recommended home listening. Sample utilization outlines are also available for three of KMBC's Schoolhouse series: "The Magic Book," "Fun With Facts," and "Music Time." In any case, all are invited to make a friendly visit to help themselves to any of the materials provided for, and see, displayed through the use of photographs a panorama of the many activities included in KMBC's comprehensive program of educational broadcasting.



THE TEXAS RANGERS . . .

Gathered around the camp fire the KMBC Texas Rangers present a picture as pleasing as their renditions of western favorites. Internationally known stars of motion picture, stage and network radio fame, The Rangers will act as musical hosts at the Missouri State Teachers Association Convention in Kansas City.

## K. C. Kansas Schools On "Fun With Facts"

Students of three classes from Kansas City, Kansas will come to KMBC's studios for broadcasts on "Fun With Facts" (Tuesdays, 2:15-2:30 p.m.) next month. Lee Stewart, radio schoolmaster of the series, will informally "quiz" the children from the following classes: Bryant School, Sixth Grade, November 19; Roosevelt School, Seventh Grade, November 26; Franklin School, Sixth Grade, December 3.

## Complete Coverage Of American Royal Presented By KMBC

The "American Royal" presenting one of the most interesting attractions in Kansas City with its revival after the war years, found KMBC on hand to give Heart of America radio audiences a full report of all activities.

Gene Dennis, KMBC's director of special features presented an eye



ORIGINATING FROM THE ROYAL . . .

Daily fifteen-minute broadcasts originated by KMBC from the American Royal gave listeners the inside story on activities. Above, left to right, Gene Dennis interviews Phil Evans, KMBC's director of farm service and John McDermott, secretary of the publicity committee of the Royal, from the KMBC booth.

## "Lux Radio Theatre" To Air "Gallant Journey"

Lux Radio Theatre, heard over KMBC at 8:00 p.m. Mondays will present "Gallant Journey" with Janet Blair and Glenn Ford playing their original roles on November 11.

witness account of the downtown parade and offered a word picture of the pomp and pageantry of the Grand Ball and Coronation, direct from the Municipal Arena which started the full weeks activity.

### Distinguished Guests

Phil Evans, KMBC's director of farm service originated a portion of the CBS "Country Journal" program featuring an interview with Secretary of Agriculture, Clinton P. Anderson and Harry Darby, president of the "Royal." The night of the auction found Phil giving listeners a first hand report of the thrilling show direct from the auctioneer's box.

The KMBC "County Neighbors" program, now heard at 9:00 p.m. on Tuesdays, was conducted from the small auditorium at the "Royal".

Throughout the week KMBC presented "Dinner Bell Roundup," "The KMBC Big Brother Club" and "Western Echoes" from the small auditorium with overflow crowds attending each performance.

Daily at 2:30 Gene Dennis, in a fifteen-minute broadcast, covered the highlights and color either from the Governor's box or the KMBC display booth, decorated to tell of the many farm activities of the station.

"Vox Pop" the show that travels America, was brought to Kansas City by KMBC to originate its Tuesday performance before the National Convention of the F.F.A.

# CULTURAL PROGRAMS FOR THE MONTH

ALL TIMES CENTRAL STANDARD TIME, KMBC SCHOOL OF THE AIR, MONDAY THROUGH FRIDAY, 2:00 - 2:30 P. M.

## MONDAYS through FRIDAYS

- 5:55 A.M. **SOILS AND CROPS**  
KMBC's Keith Jones reports from the KMBC farm.
- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:45 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday.)
- 8:30 A.M. **THE KMBC HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with K M B C's.. nationally-known woman commentator.
- 9:15 A.M. **KMBC HAPPY KITCHEN WITH JUNE MARTIN**  
Recipes and cooking helps with K M B C's home economist. (Also Saturday.)
- 11:00 A.M. **KATE SMITH SPEAKS**  
Commentaries on American life.
- 12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.
- 2:00 P.M. **KMBC SCHOOL OF THE AIR**
- 5:15 P.M. **THE BIG BROTHER CLUB**  
Daily meetings with Tim West, Chief Big Brother.
- 11:05 P.M. **ORGAN MELODIES**  
P. Hans Flath at the organ. (Also Saturday.)



A. KENNETH KRAHL  
KMBC  
Studio Director

## MONDAY

- 2:00 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on the American School of the Air.
- 8:00 P.M. **LUX RADIO THEATRE**  
Presentation of important screen plays from radio's best-known theatre.
- 9:00 P.M. **SCREEN GUILD PLAYERS**  
Screen stars in excellent film adaptations.
- 9:45 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.

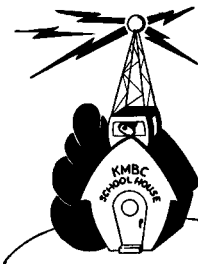
## TUESDAY

- 2:00 P.M. **THE MAGIC BOOK**  
Favorite children's stories, dramatized by KMBC's Caroline Ellis for kindergarten and elementary grades.
- 2:15 P.M. **FUN WITH FACTS**  
Science and history of the region for upper and elementary grades.
- 6:30 P.M. **AMERICAN MELODY HOUR**
- 8:00 P.M. **VOX POP.**
- 9:00 P.M. **COUNTY NEIGHBOR**  
Discussion and interview program with Phil Evans.
- 9:45 P.M. **HEAR THE HEART OF AMERICA**
- 10:30 P.M. **OPEN HEARING**  
Discussion series featuring Government spokesmen and Legislators.

## WEDNESDAY

- 2:00 P.M. **MARCH OF SCIENCE**  
The modern world, down to radar and plastics.
- 7:30 P.M. **DR. CHRISTIAN WITH JEAN HER-SHOLT**
- 9:00 P.M. **ACADEMY AWARD THEATRE**  
Academy Award winners in radio adaptations of Academy Award motion pictures.
- 9:45 P.M. **KANSAS CITY REPORT**
- 10:30 P.M. **WORLD NEIGHBORS**

## K M B C SCHOOL OF THE AIR



(2:00-2:30 P.M. Daily)

### MONDAY—GATEWAYS TO MUSIC

November 4—Invitation To The Dance  
November 11—The Brass Band  
November 18—Music For Marionettes  
November 25—Backstage At The Opera  
December 2—Music of Today

### TUESDAY—THE MAGIC BOOK FUN WITH FACTS

### WEDNESDAY—MARCH OF SCIENCE

November 6—A Clean City  
November 13—What's The Time  
November 20—Fair and Warmer  
November 27—Machine Shop  
December 4—On All Cylinders

### THURSDAY—INSIDE THE NEWS MUSIC TIME

### FRIDAY—TALES OF ADVENTURE

November 8—The Gold Bug  
November 15—Westward Ho!  
November 22—And To Think That I Saw It  
On Mulberry Street!  
November 29—Special Thanksgiving Program  
December 6—The Spy

## DAILY NEWS SERVICE

### BILL GRIFFITH

6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.

### JOHN FARMER

12:00 Noon, 12:55 P.M. Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 6:00, 9:30, 11:00 P.M. Sunday.

### ERLE SMITH, News Editor

3:25, 6:00, 9:30, P.M., Monday through Saturday.

### SAM MOLEN, Sports News

6:10, 9:40 P.M. daily.

### TED COLLINS

11:00 A.M., Monday through Friday.

### WILLIAM L. SHIRER

4:45 P.M., Sunday

### ROBERT TROUT, With the News Till Now

5:45 P.M., Monday through Friday.

### BILL HENRY—7:55 P. M., Monday through Friday

### NED CALMER—7:55 P. M., Saturday and Sunday.



JOHN FARMER  
KMBC Newsman

## THURSDAY

### 2:00 P.M. INSIDE THE NEWS

KMBC Schoolhouse program with Erle Smith and student newscaster reviewing events of the week for upper elementary and high school audience.

### 2:15 P.M. MUSIC TIME

A carefully planned music lesson for elementary grades.

### 6:30 P.M. INFORMATION PLEASE

### 8:00 P.M. THE DICK HAYMES SHOW

### 9:00 P.M. READER'S DIGEST—RADIO EDITION

### 9:45 P.M. HEAR THE HEART OF AMERICA

## FRIDAY

### 2:00 P.M. TALES OF ADVENTURE

Dramatized stories from the best in literature of the past and of today.

### 7:30 P.M. KANSAS CITY PHILHARMONIC

Efrem Kurtz directs music specifically built for radio.

### 9:45 P.M. HEAR THE HEART OF AMERICA

## SATURDAY

### 8:30 A.M. GARDEN GATE

"Old Dirt Dobber" on gardening pleasures and problems.

### 10:00 A.M. CAMP FIRE GIRLS

10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.

### 11:00 A.M. THEATRE OF TODAY

### 12:25 P.M. LIVESTOCK HEALTH

### 1:00 P.M. COLUMBIA COUNTRY JOURNAL

Farm experts and guest speakers with important farm legislation reported by Chuck Worcester.

### 2:00 P.M. FOOTBALL

Highlight Big Six Grid-Game of The Week.

### 5:30 P.M. COUNTY FAIR

### 7:00 P.M. HOLLYWOOD STAR TIME

### 7:30 P.M. MAYOR OF THE TOWN

### 8:00 P.M. YOUR HIT PARADE

### 8:45 P.M. SATURDAY NIGHT SERENADE



CAPTAIN BOB  
The Texas Rangers

## SUNDAY

### 7:45 A.M. THOUGHTS FOR THE DAY

### 8:30 A.M. LITTLE OFFICE BEHIND THE CHURCH ORGAN

Ministers and laymen get together for an informal round table on present-day problems.

### 9:00 A.M. CHURCH OF THE AIR

Services conducted by representatives of the major faiths.

### 10:05 A.M. WINGS OVER JORDAN

Spirituals and religious talks.

### 10:30 A.M. OPINION PLEASE

### 11:00 A.M. STONE CHURCH SERVICE

Stone Church Choir and speakers in morning worship originating at the church.

### 11:30 A.M. YOURS SINCERELY

### 12:25 P.M. THE VOICE OF YOUR LIBRARY

### 12:30 P.M. A TIME FOR REASON

Dr. Lyman Bryson, CBS director of post war studies and educational broadcasts, discusses national and world problems.

### 1:00 P.M. PEOPLE'S PLATFORM

Round table discussion with Lyman Bryson.

### 2:00 P.M. NEW YORK PHILHARMONIC ORCHESTRA

### 3:30 P.M. THE HOUR OF CHARM

### 4:00 P.M. THE FAMILY HOUR

### 5:00 P.M. WAYSIDE CHAPEL

### 10:15 P.M. REPORT FROM UNITED NATIONS

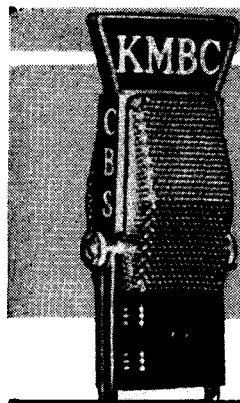
LISTENING POST, published monthly, except during summer, in behalf of KMBC's Education Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director Promotion and Press Relations

W. K. Rodat, Editor





# LISTENING POST

*for Education on the Air*

Vol. 4 No. 1

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

January, 1947

## Caroline Ellis Discusses Policies Of "Magic Book"

(Excerpts from an address given by Caroline Ellis at Creighton University before a District Meeting of the Association of Women Radio Directors, and students of the University.)

The origin of the Magic Book goes back almost two years. The broadcasts were directed to children of kindergarten and primary grades, who listened by means of radios placed in their class rooms. In addition, many upper elementary grade classes listen regularly. The teachers decided when we started that we would use the fairy stories which children love so well. I soon found that the hardest part of preparing the Magic Book was the selection of the story. There is likely no more tragic and cruel writing in our language than the old fairy tales—as they are. It may be one thing to read to a child about torture and killing and gouging out of eyes and boiling in oil and cracking of bones but it is quite another thing to put such material on the air in dramatic form, with sound effects. Again, many of the best known and loved stories were too long for a fifteen minute broadcast—others were too short. So you see my difficulty. To find a story of the right length and of subject matter suited to radio broadcasting.



CAROLINE ELLIS

### Definite Policy

The Magic Book has been prepared from the very first with a very definite policy. It has been no haphazard matter I assure you, no matter how easy it may have sounded over the air. No broadcast for a sponsor with oceans of money to spend on advertising, could have been written and edited with greater care. Nor with a more clearly defined policy. First, all idea of cruelty must be eliminated. Everything that could be construed as bad manners by our modern standards. Not only bad manners eliminated, but good manners injected. Any sign of disrespect for older people—any lack of filial respect and obedience. If there was any, should be punished—not by any person but by circumstances. Any sign of disrespect for the handi-

(Continued on Page 3, Col. 1)

## Objective Discussions Carried By KMBC

November 17, marked the start of a 13-week series of objective radio discussions on the subject, "You and Alcohol" over KMBC. The program, originated by the Columbia Broadcasting System, is presented each Sunday at 9:30-9:45 a. m.

## Commission Grants New Station At Concordia, Kansas

With the granting of a new broadcasting station at Concordia, Kansas, by the Federal Communications Commission to KMBC, the long existing need for broadcasting service to rural areas is assured. Approval of the application for 550 Kilocycles, 5000 Watts, daytime only, is the first step in extending the important rural program service of KMBC to the whole of Kansas, instead of only the eastern part now reached by KMBC.

Very considerable additional expense will be incurred to provide this wider rural program service until the FCC is in position to act on the high power application presented by KMBC some years ago.

### Radio's Responsibility

Mr. Arthur B. Church, president and founder of KMBC, has long advocated radio's responsibility to rural areas. In the granting of the new Concordia station, Mr. Church realizes, in part, a life-long ambition to provide those areas not metropolitan with radio programming both entertaining and beneficial. Length of delays by protesting stations makes it impossible to give an exact opening date, but delivery of a 5 kw R.C.A. transmitter and antenna tower is expected during the winter.

Widely known throughout the broadcasting industry for his pioneering developments, Mr. Church has for years directed KMBC's program interests into channels of service to rural audiences as well as those of metropolitan Kansas City.

It is planned to furnish not only the present KMBC rural program service to the Concordia station, but also additional farm programs from the KMBC Service Farms, from the stockyards, and from the KMBC studios.

## International "Junior Town Meeting" Originated by KMBC Before Teachers

As a special feature of the Missouri State Teachers Association Convention, KMBC originated an international broadcast of "Junior Town Meeting Of The Air" from the Arena of the Municipal Auditorium in Kansas City. The program, a feature of "Junior Town Meeting" was presented in co-opera-



IN THE U. S. A. . . .

Left to right: Barbara McFarlane, Northeast High School; Walt Lochman, Jr.; C. W. Petegrew, moderator; Diane Prettyman; Dick Griffith, Southwest High School.

tion with the British Broadcasting Corporation with Dr. Charles F. Church, KMBC's director of education, and Miss Nadine Miller, director of public information for the Kansas City schools in charge of local arrangements.

### Student Questions

A participating audience of 100 Kansas City High School students, seated on the stage at the broadcast, entered into the question period and clarified some of the differences in English and Ameri-

can schools.

This intimate and immediate exchange of ideas between young people by means of open two-way radio-telephone circuits is of inestimable value.

If cost barriers, which prevent widespread use of this technique, can be overcome, perhaps students in the United States will have a medium to build international relations of the future, not only with Great Britain, but perhaps with other countries as well.



IN ENGLAND . . .

Bella Marcus, (left) deputy headgirl at Dalston County Secondary School for Girls; Bernard Palmer, (right) St. Marylebone Grammar School for Boys.

## Bryson Evaluates Radio On Current "Time For Reason"

"Time For Reason—About Radio," heard every Sunday over KMBC at 12:30 p.m., presents Lyman Bryson, CBS Counsellor on Public Affairs, in an exhaustive analysis of the technical, aesthetic, economic and social aspects of broadcasting. His talks are factual and informative, and his theme of timely importance.

Mr. Bryson examines the three major public problems concerning radio: the problem of taste, the whole range of preference and public demand; the problem of enlightenment, and the contribution broadcasting can make to democracy and the principle of self-government; the problem of freedom—that is, who controls radio and who should control it.



(International News Photo)

### PRESENTING "THE FIRST QUARTER-CENTURY"

E. P. J. Shurick, (left) author of "The First Quarter-Century of American Broadcasting," and Arthur B. Church, (right) president and founder of KMBC, are shown with President Truman at the White House in Washington during the presentation of the first copy of the historical volume to the Chief Executive.



### GADGETS GALORE . . .

Mr. W. J. "Pop" Haynes, wearing his "never fall asleep derby" explains another of his "inventions" to Tim West whose puzzled expression seems to doubt the practicability of the gadget, during a recent meeting of the Big Brother Club in the KMBC Studios.

## "One World Flight" To Feature Corwin Report

On Tuesday January 14, at 9:00 p.m. over KMBC, Norman Corwin, winner of the One World Award given jointly by the Common Council for American Unity and the Willkie Memorial of Freedom House, will present the initial program of a 13-week series dealing with his 37,000-mile global air voyage in search of signs that point to an enduring peace.

The new series titled "One World Flight," will be narrated by Corwin who has stated "I am adhering to reportorial objectivity, to let the story tell itself. I hope to keep this series dramatic and yet intend not to sacrifice a single element of actuality for effect."

Sound effects and voices will be presented as Corwin recorded them, and not of actors.



### TO THE BEST IN THE MID-WEST . . .

An engraved watch was presented KMBC's sports director, Sam Molen, during halftime of the M.U.-K.U. Thanksgiving Day classic, by THE SPORTING NEWS which named him number one sports commentator in the Middle West. Above, left to right: Gene Dennis (with KMBC mike), Karl Koerper, KMBC vice president and managing director, Sam Molen, and Mr. Hugo Autz, editor of THE QUARTERBACK, who made the presentation.

## "Advertising, Instrument of National Prosperity, Beacon of World Peace"

By Charles E. Murphy

General Counsel, Advertising Federation of America

Advertising is an instrument of happiness. It never sells grief, though in war time, it did sell sacrifice. It purveys goods, services and ideas which bring, directly or indirectly, only pleasure, contentment, convenience, rest, recreation, safety, health, intellectual stimulation, free hours, happiness. It is the indispensable instrument of prosperity, because it makes possible mass distribution of mass production at the lowest competitive price, thereby providing maximum employment and bringing the products of science and invention within the reach of the humblest.

★ ★ ★

While advertising has received its honorable discharge from the war, it has never broken ranks, but today marches as solidly and as resolutely in the cause of peace and prosperity, here and abroad, as it fought and worked during the days of blood, sweat and tears.

★ ★ ★

When we say that advertising is an instrument of prosperity, we do not mean that in a narrow or restricted sense, for prosperity has also a moral and spiritual value, and it is to that purpose which advertising again dedicates itself as well as to its material aspects. While we plan to sell our people the full output of our vast production and thus bring to every home in the land the best in food, clothing, housing, transportation by air, rail and motor, every domestic convenience, and even luxuries, all at the lowest possible cost, we also firmly and devoutly dedicate ourselves to selling America to Americans.

★ ★ ★

When we speak of advertising products and services at low cost, everybody knows what that means, but just what do we mean when we say we are going to sell America to Americans. Just this: that advertising here and now pledges itself to foster and promote a love and devotion for our traditional American institutions, to stimulate a keener realization and appreciation by our fellow Americans of the priceless heritage God and our forbears have given us in freedom of religion, freedom of expression and freedom of enterprise, in the full accomplishment of which benefactions we shall obtain freedom from fear and freedom from want. Yes, advertising will sell our material products, as a primary economic function, but it will also stimulate in the hearts of old and young a keener and livelier comprehension of the spiritual and moral possessions of this, the greatest land in all the world, where even the humblest of us may aspire and even reach to be the highest among us.

### Kate Smith Honored

Kate Smith, heard over KMBC at 11:00 a.m. Monday through Friday and Sundays at 5:30 p.m., has been voted "Woman Of The Year—In Radio" by editors of the Associated Press newspapers. In making the award it was stated "Her efforts and unselfish work in public causes 'outside the call of duty' contributed much to the choice."

## Discusses Policies Of "Magk Book"

(Continued from Page 1, Col. 1)

capped. Old men become "funny little men." Hunchbacks become dwarfs and gnomes. Old crones and cruel stepmothers become witches. It must not be supposed that because a woman is a stepmother, she is also cruel. She is cruel because she is a witch, as well as a stepmother. The same with rich people. Rich men become old misers. It is a part of the definite policy that a man isn't mean and parsimonious and dishonest, just because he is a rich man. If the story says so, the story is changed and the rich man is a mean old stingy and a dishonest old miser. Good always triumphs. Even bad folks who are wicked in the original story, usually repent and become good folks and so escape the awful punishment meted out to them in the original story . . . or at the most get banished from the country.

Always the stories are written in simple language—with just an old world flavor of formality—and in the best of English construction.

## KMBC Conducts \$1000 Prize Contest To Promote Safety In Kansas City

With traffic fatalities hitting a new high in Kansas City, at one time nationally cited for its traffic safety, KMBC has assumed the leadership of a city-wide campaign to call a halt to careless driving. Along with conducting a \$1000 prize contest for the best ideas on "How I can prevent traffic accidents on the streets of Kansas City", KMBC has thrown its



### FIRST WINNER . . .

KMBC's fashion expert, Joanne Taylor, president of the Kansas City Women's Chamber of Commerce, presents the first winner in the KMBC "Save A Life" series, Mrs. Paul N. Sitlington (second from right) a \$50 check for her winning entry while Henry W. Johnson (second from left) Superintendent of Traffic Safety with the Kansas City Police Department and Lee Stewart, (right) KMBC's chief announcer, look on.

entire schedule of stand-by breaks into the drive and each Friday at 9:45 p.m. presents a special safety program titled "Save A Life".

The Women's Chamber of Commerce, with KMBC's fashion expert, Joanne Taylor, as president subscribed the prize money. Listeners are encouraged to submit in writing (300 words or less) their ideas on traffic safety. Each week's winner will read his message over the air and receive 50 dollars in cash for his contribution. A grand prize of \$250, and a runner-up award of \$100, will be made at the end of the campaign to the best of the weekly prize winning letters. All letters, will be turned over to the safety council of the Kansas City police department for its consideration and use.



### KMBC EDUCATION EXHIBITS FOR TEACHERS . . .

To inform school administrators and teachers of presently available teaching resources in the field of radio, KMBC's Education Department conducted Exhibits at both the Kansas and Missouri State Teachers' Conventions. Several thousand interested teachers stopped at the KMBC display booth to receive materials and information. Allene Lent, (above, right), representing the KMBC Department of Education, is shown with a number of callers at the Kansas meeting held in Topeka. The display called attention to the many programs and personalities available for education, originating from KMBC and the Columbia network.

# RECOMMENDED LISTENING ON KMBC

ALL TIMES CENTRAL STANDARD TIME, KMBC SCHOOL OF THE AIR, MONDAY THROUGH FRIDAY, 2:00 - 2:30 P. M.

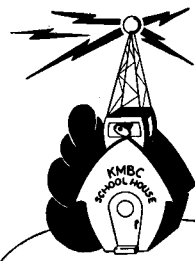
## MONDAY through FRIDAY

- 5:55 A.M. **SOILS AND CROPS**  
KMBC's Keith Jones reports from the KMBC farm.
- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:30 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday).
- 8:30 A.M. **THE KMBC HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with K M B C's.. nationally-known woman commentator.
- 9:15 A.M. **KMBC HAPPY KITCHEN WITH JUNE MARTIN**  
Recipes and cooking helps with K M B C's home economist. (Also Saturday).
- 11:00 A.M. **KATE SMITH SPEAKS**  
Commentaries on American life.
- 12:20 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.
- 2:00 P.M. **KMBC SCHOOL OF THE AIR**
- 5:15 P.M. **THE BIG BROTHER CLUB**  
Daily meetings with Tim West, Chief Big Brother.
- 11:05 P.M. **ORGAN MELODIES**  
P. Hans Flath at the organ. (Also Saturday).



MYRON CURRY  
KMBC  
Continuity Director

## K M B C SCHOOL OF THE AIR



(2:00-2:30 P.M. Daily)

### MONDAY—GATEWAYS TO MUSIC

January 13—The Mikado  
January 20—Carnival of Animals  
January 27—Roundup  
February 3—The Marines Take Over  
February 10—The Gay Nineties

### TUESDAY—THE MAGIC BOOK FUN WITH FACTS

WEDNESDAY—MARCH OF SCIENCE  
January 15—Meet The Atom  
January 22—Hold The 'Phone  
January 29—Inside The Camera  
February 5—Listening In  
February 12—Radar—Supersleuth

### THURSDAY—INSIDE THE NEWS MUSIC TIME

### FRIDAY—TALES OF ADVENTURE

January 17—Prester John  
January 24—It Is Dark Underground  
January 31—Jackhammer  
February 7—The Thirteenth Stone  
February 14—Rebel Poet

## FRIDAY

- 2:00 P.M. **TALES OF ADVENTURE**  
Dramatized stories from the best in literature of the past and of today.
- 7:30 P.M. **KANSAS CITY PHILHARMONIC ORCHESTRA**  
Efrem Kurtz directs music specifically built for radio.
- 9:45 P.M. **SAVE A LIFE**  
Listener contest to find "How I Can Help Prevent Traffic Accidents on the Streets of Kansas City".

## SATURDAY

- 8:30 A.M. **GARDEN GATE**  
"Old Dirt Dobber" on gardening pleasures and problems.
- 10:00 A.M. **CAMP FIRE GIRLS**
- 10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.
- 11:00 A.M. **THEATRE OF TODAY**
- 12:25 P.M. **LIVESTOCK HEALTH**
- 1:30 P.M. **COLUMBIA COUNTRY JOURNAL**  
Farm experts and guest speakers with important farm legislation reported by Chuck Worcester.
- 3:30 P.M. **CROSS SECTION—U.S.A.**
- 4:00 P.M. **PHILADELPHIA SYMPHONY**
- 5:00 P.M. **"WASHINGTON"**
- 5:15 P.M. **COLUMBIA WORKSHOP**



PHIL EVANS  
KMBC  
Farm Director

## MONDAY

- 2:00 P.M. **GATEWAYS TO MUSIC**  
From folk song to symphony on the American School of the Air.
- 8:00 P.M. **RADIO THEATRE**  
Presentation of important screen plays from radio's best-known theatre.
- 9:00 P.M. **SCREEN GUILD PLAYERS**  
Screen stars in excellent film adaptations.
- 9:45 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.

## TUESDAY

- 2:00 P.M. **THE MAGIC BOOK**  
Favorite children's stories, dramatized by KMBC's Caroline Ellis for kindergarten and elementary grades.
- 2:15 P.M. **FUN WITH FACTS**  
Science and history of the region for upper and elementary grades.
- 6:30 P.M. **AMERICAN MELODY HOUR**
- 9:00 P.M. **ONE WORLD FLIGHT**
- 9:45 P.M. **HEAR THE HEART OF AMERICA**
- 10:30 P.M. **OPEN HEARING**  
Discussion series featuring Government spokesmen and Legislators.

## WEDNESDAY

- 2:00 P.M. **MARCH OF SCIENCE**  
The modern world, down to radar and plastics.
- 7:30 P.M. **DR. CHRISTIAN WITH JEAN HER-SHOLT**
- 9:00 P.M. **COUNTY NEIGHBOR**  
Discussion and interview program with Phil Evans.
- 9:45 P.M. **KANSAS CITY REPORT**
- 10:30 P.M. **WORLD NEIGHBORS**

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### JACK BENTON

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11:00 A.M., Monday through Friday.

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4:45 P.M., Sunday

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5:45 P.M., Monday through Friday.

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BILL GRIFFITH  
KMBC Newsman

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A carefully planned music lesson for elementary grades.

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- 4:00 P.M. **THE FAMILY HOUR**
- 5:00 P.M. **WAYSIDE CHAPEL**
- 10:15 P.M. **REPORT FROM UNITED NATIONS**

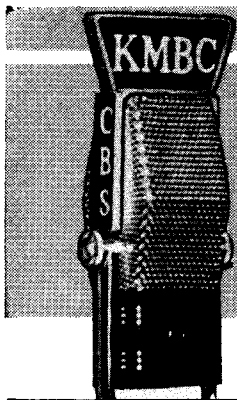
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Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director Promotion and Press Relations

W. K. Rodat, Editor





# LISTENING POST



*for Education on the Air*

Vol. 4, No. 3

FROM KMBC—IN THE HEART OF AMERICA—KANSAS CITY

March - April, 1947

## KMBC Facilities Expanded To Meet Service Area Needs

Expansion plans formulated by KMBC some years ago, with application to the FCC for an increase in power to 50,000 watts, are advancing with determination.

The installation of the 3kw FM transmitter, the first in the middle-west, along with the installation of a new three-bay RCA super-turnstile antenna on top of the elevator penthouse of the Kansas City Power and Light Building (pictured below) is but one step in the ever increasing services KMBC will render to Heart of America radio listeners.

Long a pioneer in the science of frequency modulation, Arthur B. Church increased KMBC-FM opera-

(Continued on Page 2, Col. 2)

## Contest Winner Named Green Cross Chairman

Galen Bruce Cook, 16 year old senior at Southwest high school, winner of second prize in the KMBC Traffic Safety Contest, has been named general chairman of the Green Cross for Safety campaign.

Bruce Cook's interest in safety matters came to the attention of local safety men when he was awarded the \$100 prize by the Women's Chamber of Commerce for the letter he submitted in the KMBC Safety Contest.

The Green Cross campaign will be held May 12 to 22 with the objective of raising \$50,000 to finance the expenses of the Kansas City Safety council which include educational motion pictures, arm bands, flags for the junior safety patrols, books, charts, etc.

## KMBC Safety Contest Aids In Reducing Traffic Fatalities In Kansas City

The \$1000 prize contest originated by KMBC to reduce traffic fatalities on the streets of Kansas City proved to be more than successful. The campaign, which was carried on throughout the most treacherous periods of winter driving, was instituted when traffic fatalities hit a new high in



### WINNERS

The successful conclusion of KMBC's traffic safety contest is shown above with \$250 grand prize going to Norman L. Kratschmer, former Flying Fortress pilot, and a \$100 consolation prize to Bruce Cook, Kansas City high school student (l to r). Ora Howard, president of the sponsoring Woman's Chamber of Commerce and known to radio listeners as Joanne Taylor of the John Taylor Department store's daily program over KMBC, made the presentation. Mr. Ned H. Dearborn, (far right) president of the National Safety Council, was featured speaker at the dinner meeting presentation.

Kansas City, one time nationally cited for its traffic safety.

With the Kansas City Woman's Chamber of Commerce, headed by Ora Howard, known to radio listeners as Joanne Taylor of John Taylor Department stores' daily program over KMBC, now in its 13th year, subscribing the prize money, a contest was conducted where listeners were asked to submit in writing, their ideas on traffic safety. Each week, the best letter was read over the air by the writer, and a 50 dollar cash prize was presented for the winning contribution.

### Overwhelming Response

Letters came in by the thousands, from students, grownups, civic groups and even from men in prison who had been convicted of drunken driving and carelessness! All letters, prize winners or not, were turned over to the safety council of the Kansas City police department for its consideration and use.

At the close of the contest all prize winning letters were carefully checked by a group of five prominent Kansas City civic leaders and the grand prize of \$250 was pre-

sented to Norman L. Kratschmer, former Flying Fortress pilot, with second place going to Bruce Cook, a Kansas City high school student.

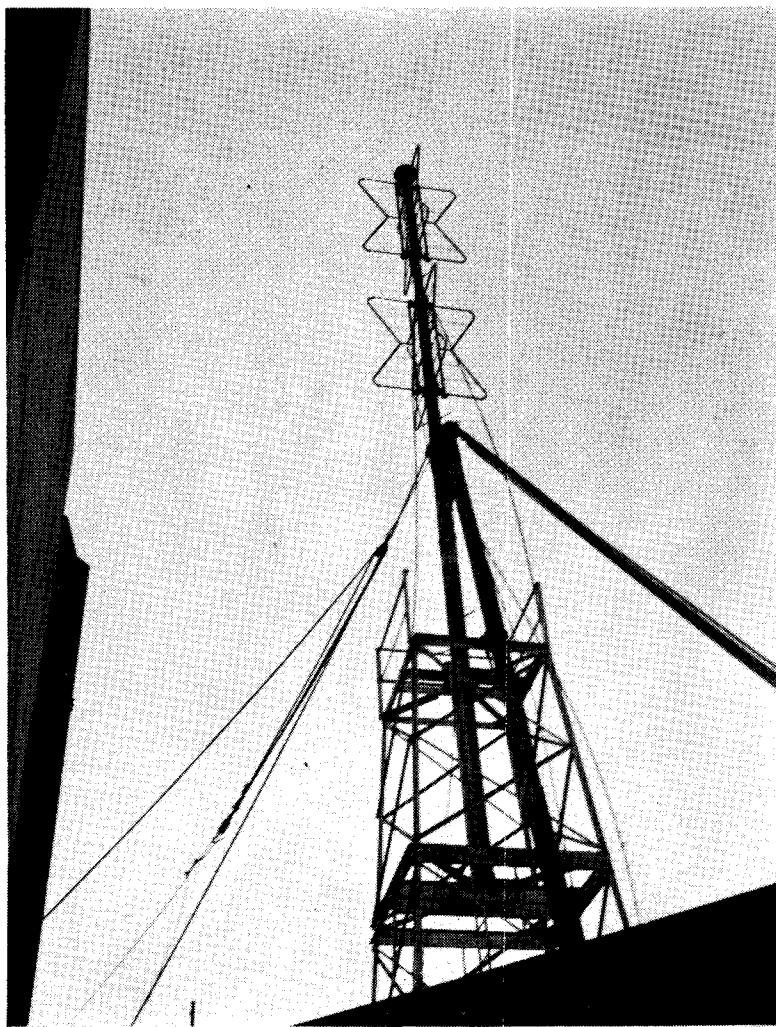
Mr. Ned H. Dearborn, president of the National Safety Council, was featured speaker at the dinner where prizes were awarded the winning contestants. His comments were most favorable as to the importance of the KMBC Safety Campaign's contribution in reducing traffic fatalities on the streets of Kansas City.

### From 12 To 1

But most indicative of the success of the safety campaign were the figures of deaths on the streets of Kansas City throughout the period covered by the campaign and contest, as compared with a like period last year. In 1946 there were 12 deaths directly due to traffic accidents in Kansas City. Throughout the period of the KMBC Safety Campaign there was only 1.

Yes, it can truthfully be said that the \$1000 spent in prize money and the effort put forth was well worth the while!

Prize winning letters are reproduced in center column of this issue.



### GOING UP

Installation of the new three-bay RCA super-turnstile antenna on top of the elevator penthouse of the Kansas City Power and Light Building, the tallest in the Heart of America, is shown above, with two up and one to go.

## N. Y. Philharmonic Features Efrem Kurtz As Guest Conductor

The New York Philharmonic Symphony Orchestra, heard over KMBC each Sunday at 2:00 p.m., under sponsorship of the United States Rubber Company, has had as its featured guest conductor for the past two broadcasts, Efrem Kurtz, conductor of Kansas City's Philharmonic Orchestra.



EFREM KURTZ . . .

Mr. Kurtz made his American debut thirteen years ago, as conductor of the Ballet Russe de Monte Carlo, and has been featured as guest conductor of most of America's leading symphony orchestras.

As a special feature of the hour and a half presentation of the New York Philharmonic-Symphony, an intermission period was inaugurated last season which brings interesting and enlightening discussions by foremost men in various fields of scientific development.



FULL DRESS . . .

During celebration of the annual Boy Scout Round Up, Tim West, Chief Big Brother of the KMBC Big Brother Club, invited representative Boy Scouts to appear as guests at the daily air meetings, heard over KMBC at 5:15 p.m. Pictured above, Bob Collins, Robert Ranney, Donald Stackhouse, John Williams, Mr. Ernest Modlin and Tim, watch Bruce Rinehart in a demonstration of a full dress Indian dance.

## KMBC Receives Letter From Juvenile Court

Dear Dr. Church:

May we offer our thanks to Station KMBC for the education programs being presented. The youngsters here in detention have access to the series which your station broadcasts and apparently enjoy them very much.

Schedules are posted as we obtain them and this helps to make the detention experience a constructive one.

Please accept our thanks.

Yours very truly,  
Merle D. Beckwith  
Chief Probation Officer

## KMBC Facilities Expanding Rapidly

(Continued from Page 1, Col. 4)

tion, presently on 12,000 watts rated antenna power output at the 250 dial setting on FM standard high band, to seven hours daily, from 2 to 9 p.m., including Sundays, to better serve the many FM listeners in this area. The installation of the new FM equipment leads the way towards the 30kw KMBC-FM output which was recently granted by the FCC.

KMBC, which celebrated its 25th anniversary last spring, has been granted a new station at Concordia, Kansas, which when final, will provide KMBC's important rural program service to the whole of Kansas instead of only the eastern part and western Missouri.

Another tremendous stride was made with the purchase of the former Red Cross Building which will house KMBC, KMBC-FM, provide expanded office needs for KMBC and much needed studio facilities for the people of Kansas City.

## Production Detail Amazes New Stars At Lux Rehearsals

The word "first" and the Lux Radio Theatre, heard over KMBC each Monday evening at 8, have gone hand in hand together ever since the program made its debut twelve years ago. The Radio Theatre was the first full-hour dramatic program to be scheduled on the air when it began in 1934, and year after year it is selected as the "best dramatic" program by the radio critics of America. In an effort to maintain the high quality, the producer is always ready to bring new actors and actresses to the microphone as soon as they become stars.

Young Hollywood stars who have chosen Radio Theatre for their first network appearance include, Van Johnson, Lauren Bacall, Elizabeth Scott, Robert Mitchum, and a recent presentation saw Barbara Lawrence, formerly of Kansas City, Missouri, step into the starlet interview spot.



BARBARA LAWRENCE

Like the millions of listeners who tune in to hear the Lux Radio Theatre, few of these stars realize the "behind the scenes" effort that is required to put this program on the air. They generally show their amazement when they receive their rehearsal schedule. Close to 700 man hours are needed to maintain the quality with which the program prides itself.

Producer William Keighley, the writers, and the talent buyer start out by seeing a picture and discussing its adaptability for radio. After property rights are obtained, the talent buyer tries to sign up the original stars.

### Story Rewritten

When talent and property have been obtained, the writers go to work on the script. It must be remembered that, although the average picture is an hour and a half long, the radio adaptation can not be more than 45 or 50 minutes. This means a "cutting" session for the writer which takes from three days to a week.

Louis Silvers, musical director for the past 10 years, composes, arranges, and conducts the musical score. Then come rehearsals. On Thursday there is a two-hour sound rehearsal. On Friday, the supporting cast and stars have their first rehearsal and on Sunday morning the second, Sunday afternoon a dress rehearsal is held, during which a record is made. After dress rehearsal, everybody listens to the playback of the record. On show day, Monday, everybody arrives at 3:30 and rehearses until 5:00. At 8:00 p.m. the Lux Radio Theatre is presented over KMBC with all the smoothness of precision machinery.

## WINNING LETTERS

Reprinted below are the two grand prize winning letters in the KMBC Traffic Safety Contest which materially aided in reducing traffic fatalities on the streets of Kansas City on a ratio of twelve to one.

First prize of \$250 was presented to Norman L. Kratschmer, Sunflower Village, former Flying Fortress pilot, presently a student at Kansas University, for his letter on the seven keys to safety.

*Along with my car keys, I must always keep at hand the seven keys to Safety: Courtesy, Caution, Control, Common Sense, Co-operation, Code-Consciousness, and Community Pride. All are needed for the complete safe-keeping of Kansas City's priceless asset . . . lives!*

*Courtesy, the master key, is a MUST for both driver and pedestrian. It functions for giving right-of-way; dimming lights properly; avoiding crowding or holding up traffic; not cheating at traffic lights; and for being alert near schools.*

*I must drive with Caution, always having myself and my car under Control. Driving 30 miles in to school daily, I have had occasion to be thankful for overseas formation flying, which trained for instant decisions. For that prevented my being hit by a reckless speeder. Common sense has taught me to keep my car in good repair, to avoid hurry, and to keep brain clear and windshield clean.*

*Co-operation, appreciating the difficult but effective job being done by the traffic patrolmen, means I must work WITH them each day, in every way.*

*Code-consciousness, a nation-wide need, demands that I learn and obey every item of our traffic code, which covers lane-laws; speed; signals; pedestrian rights; and parking and passing procedure.*

*Community pride should give the final big tug toward the goal of Safety. For regardless of our pride in our city, from where "America unfolds in oceans of Glory" in every direction; in spite of her many "mists" in commerce and culture, education and travel, business and beauty, we cannot feel that we honestly deserve it unless we can keep her streets SAFE for all those whose RIGHT it is to LIVE and enjoy "all this and SAFETY too!"*

Second prize of \$100 was presented to Galen Bruce Cook, 16 years old senior at Southwest high school, named general chairman of the Green Cross for Safety campaign in Kansas City, for this thought provoking letter.

*I am a boy of sixteen; merely a child among pedestrians, barely an infant among drivers. Yet the problem of safety on the streets of Kansas City which concern every adult citizen are my problems, too, and the way in which I seek to solve them could surely be followed by the adults with definite success.*

*Plans for safety have been made; rules have been drawn up; definite patterns have been suggested to follow; unthought of clever schemes have been presented; and a myriad of other things, too . . . designed to make the mind re-act when and how it should. Yet, regardless of all these efforts, the unharnessed mania of traffic fatalities still sweeps on. What then?*

*The modern electric phonograph can take a set pattern, the record, and follow it unerringly until a flaw in the record itself is found. Man is not like this, he cannot follow a patterned rule completely and efficiently. His guide must be broad, while being exact. It must be simple, while being thorough. Therefore this kind of rule must be developed, for him; simple, thorough, wide-spread, and exact.*

*When the driver or pedestrian takes to the road he must instantly begin to think, to concentrate, fully! When he goes to make a turn, he must THINK. When he steps from the curb, he must THINK. When a little more pressure is applied to the accelerator, he must THINK. When he gets in his car, while he's in his car, when he gets out of his car, he must THINK.*

*A ridiculous plan? Far too simple? Not complete or exact enough? THINK it over!*

*This one word is the key to the door which leads from today's well-filled morgue of traffic fatalities. Let's all get this key and use it.*

## City College Award For Top Promotion To Station KMBC

For the second consecutive year the City College of New York has awarded KMBC top honors for its outstanding promotion.

The national promotion award for 1946, which duplicated the 1945 award, stated: "This program has been judged to receive the highest award in its category of competition, namely, for THE MOST EFFECTIVE ALL-OVER RADIO STATION OR NETWORK PROMOTION, in the class of 5,000—10,000 Watt Radio Stations."

John Gray Peatman, Chairman of the Committee on National Radio Awards for the Third Annual Radio and Business Conference, of the City College of New York, will present the Certificate of Award to E.P.J. Shurick, KMBC's Director of Promotion and Press Relations, in New York later this month.

## "Sound Off" Returns With Mark Warnow

"Sound Off," with Mark Warnow, musical-dramatic series featuring Mark Warnow's orchestra; Glenn Darwin, baritone; Arno Tanne, who introduces the show with the "Sound Off" chant; and top flight guest stars, has returned to KMBC.

The series is presented in behalf of the U.S. Army Recruiting Service and is heard over KMBC each Friday at 6:30 p.m.

Simultaneously with the return of "Sound Off," the United States Army presented the Columbia Broadcasting System with a certificate betokening the Army's "grateful recognition of its fine spirit of public service and cooperation in aiding the Army Volunteer recruiting Campaign."

## Easter Sunrise Service Message By Dr. Binns

The coast-to-coast broadcast of the Easter Sunrise Services at Forest Lawn Memorial Park, California, heard over KMBC Easter Sunday at 7:15 a.m., featured Dr. Walter Pope Binns, President of William Jewell College, in the delivery of the Easter Message.

A flight of doves signaled the opening of the service as the 90-piece Janssen Symphony Orchestra, directed by Werner Janssen, performed the Easter Fanfare. Lawrence Tibbett, Metropolitan Opera and Concert Star, sang Buzzi-Peccia's "Gloria," and a 500-voice combined choir of the Choral Department of the University of Southern California and the First Presbyterian Church of Hollywood sang "All Hail the Power of Jesus" and "Let Thy Holy Presence" under the direction of Charles C. Hirt.

## Second Documentary On Nation's Health Presented By KMBC

How's the health of the American people? On what sort of foundation do the happiness of our people and their powers as a State now rest?

The CBS Documentary Unit, for its second major production of 1947, presented a dramatic answer to these questions in "A Long Life and a Merry One," a full-hour program broadcast over KMBC on Friday, April 4, from 9 to 10 p.m.

Using radio's most highly developed dramatic techniques, the program illuminated specific areas of the people's health, and threw its light in turn on middle-class suburb, city slum, rural region, mining community and far backwood. It examined the degree to which the existing health apparatus touches or misses people in these areas. It studied the prevailing conditions and customs of health, and the mental attitudes toward it.

### Lengthy Research

The incidents in "A Long Life and a Merry One" were presented in dramatic form; their substance was actuality. Howard Rodman, travelled across the country for a full month. He saw hospitals and clinics. He talked with people on every economic and social level. He knocked on doors on private investigations of his own, while in New York researchers of the CBS Documentary Unit read, searched and interviewed.

While "A Long Life And a Merry One" poses questions, it grinds no axes, takes no side. In its very objectivity lies its great power.



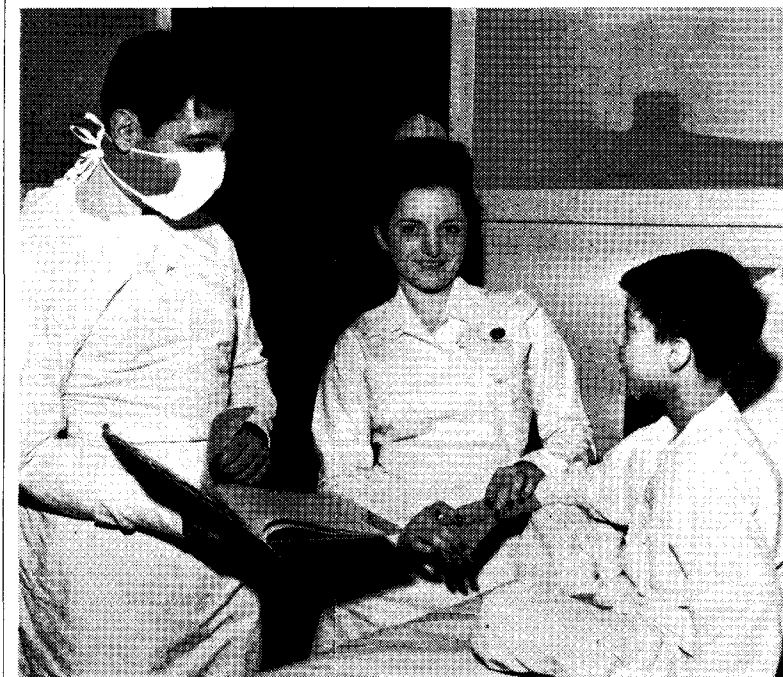
RECENT VISITOR . . .

E. M. Kempthorn, (above) National Field Advisor of the Campfire Girls, visited the KMBC studios to appear on the Campfire Girls program heard over KMBC each Saturday morning at 10:00, during her tour of the Midwest and South in relation to the organizations Birthday Week.

## Sam Molen Presents New Sports Feature On KMBC

Fridays at 7:45 p.m., KMBC presents a new and exciting sports feature, "Memory Lane Of Sports," with Sam Molen, KMBC's sports director in narrations of sports stories that are designed to appeal to the entire family.

The name of Sam Molen as a nationally known author has long been established by his regular contributions to such magazines as TRUE, PIC, SPORTSFOLIO, BASEBALL DIGEST, etc. In presenting "Memory Lane Of Sports," Sam brings to the KMBC microphone, fascinating, un-told stories of the past—the same kind of stories that are being published in his book "They Make Me Laugh," which will be off the press in early summer.



FIRST-HAND INFORMATION . . .

Reporter-Dramatist Howard Rodman (above, in mask) gets firsthand information on modern techniques of combatting childhood diseases in one of the many hospitals and scientific institutions he visited for the CBS Documentary Unit's report on the nation's health, heard over KMBC April 4, under the program title, "A Long Life and a Merry One."



# RECOMMENDED LISTENING ON KMBC

ALL TIMES CENTRAL STANDARD TIME, KMBC SCHOOL OF THE AIR, MONDAY THROUGH FRIDAY, 2:00 - 2:30 P. M.

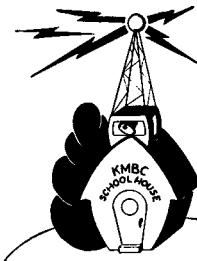
## MONDAY through FRIDAY

- 5:55 A.M. SOILS AND CROPS  
KMBC's Keith Jones reports from the KMBC farm.
- 6:15 A.M. PHIL EVANS—FARM COUNSELOR  
From the KMBC farm.
- 6:30 A.M. MORNING DEVOTIONS  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:15 A.M. THE FOOD SCOUT  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday.)
- 8:30 A.M. THE K M B C  
HAPPY HOME  
WITH CAROLINE  
ELLIS  
Friendly philosophy with K M B C's nationally-known woman commentator.
- 9:15 A.M. KMBC HAPPY  
KITCHEN WITH  
JUNE MARTIN  
Recipes and cooking helps with K M B C's home economist. (Also Saturday.)
- 11:00 A.M. KATE SMITH SPEAKS  
Commentaries on American life.
- 12:20 P.M. FEED LOT CHATS  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.
- 2:00 P.M. KMBC SCHOOL OF THE AIR
- 5:15 P.M. THE BIG BROTHER CLUB  
Daily meetings with Tim West, Chief Big Brother.
- 11:05 P.M. ORGAN MELODIES  
P. Hans Flath at the organ. (Also Saturday.)



FRAN HEYSER  
KMBC Production  
Manager

## K M B C SCHOOL OF THE AIR



(2:00-2:30 P.M. Daily)

### MONDAY—GATEWAYS TO MUSIC

March 24—Stormy Weather  
March 31—Operetta  
April 7—Balladeers  
April 14—Jazz Concert  
April 21—Viva America  
April 28—Encore, Encore!

### TUESDAY—THE MAGIC BOOK FUN WITH FACTS

### WEDNESDAY—MARCH OF SCIENCE

March 26—Unseen Enemies  
April 2—Chemical Heroes  
April 9—Blood—The Life-Stream  
April 16—It's Good For You  
April 23—Scalpel, Please  
April 30—Rockets Away

### THURSDAY—INSIDE THE NEWS MUSIC TIME

### FRIDAY—TALES OF ADVENTURE

March 28—Huckleberry Finn  
April 4—Mystery Island  
April 11—Pilgrim's Progress  
April 18—Army Mule  
April 25—The Quest of The Golden Condor  
May 2—Around The Moon

## FRIDAY

- 2:00 P.M. TALES OF ADVENTURE  
Dramatized stories from the best in literature of the past and of today.
- 6:30 P.M. SOUND OFF WITH MARK WARNOW
- 9:45 P.M. HEAR THE HEART OF AMERICA

## SATURDAY

- 8:30 A.M. GARDEN GATE  
"Old Dirt Dobber" on gardening pleasures and problems.
- 10:00 A.M. CAMP FIRE GIRLS
- 10:05 A.M. LET'S PRETEND  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.
- 10:30 A.M. ADVENTURERS' CLUB
- 11:00 A.M. THEATRE OF TODAY
- 12:25 P.M. LIVESTOCK  
HEALTH
- 1:30 P.M. COLUMBIA  
COUNTRY  
JOURNAL  
Farm experts and guest speakers with important farm legislation reported by Chuck Worcester.
- 3:30 P.M. CROSS SEC-  
TION—U.S.A.
- 4:00 P.M. PHILADELPHIA  
SYMPHONY



P. HANS FLATH  
KMBC Musical Director

## MONDAY

- 2:00 P.M. GATEWAYS TO MUSIC  
From folk song to symphony on the American School of the Air.
- 7:00 P.M. WORLD NEIGHBORS
- 8:00 P.M. RADIO THEATRE  
Presentation of important screen plays from radio's best-known theatre.
- 9:00 P.M. SCREEN GUILD PLAYERS  
Screen stars in excellent film adaptations.
- 9:45 P.M. OF HEALTH AND HAPPINESS  
Stories of doctors and medicine.

## TUESDAY

- 2:00 P.M. THE MAGIC BOOK  
Favorite children's stories, dramatized by KMBC's Caroline Ellis for kindergarten and elementary grades.
- 2:15 P.M. FUN WITH FACTS  
Science and history of the region for upper and elementary grades.
- 6:30 P.M. AMERICAN MELODY HOUR
- 9:00 P.M. ONE WORLD FLIGHT
- 9:45 P.M. HEAR THE HEART OF AMERICA
- 10:30 P.M. OPEN HEARING  
Discussion series featuring Government spokesmen and Legislators.

## WEDNESDAY

- 2:00 P.M. MARCH OF SCIENCE  
The modern world, down to radar and plastics.
- 7:30 P.M. DR. CHRISTIAN WITH JEAN HER-  
SHOLT
- 9:00 P.M. COUNTY NEIGHBOR  
Discussion and interview program with Phil Evans.
- 9:45 P.M. KANSAS CITY REPORT

## DAILY NEWS SERVICE

### BILL GRIFFITH

6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.

### JOHN FARMER

12:00 Noon, 12:55 P.M. Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 6:00, 9:30, 11:00 P.M. Sunday.

### ERLE SMITH, News Editor

3:25, 6:00, 9:30, P.M., Monday through Saturday.

### JACK BENTON

11:00 P.M. Monday through Saturday.

### SAM MOLEN, Sports News

6:10, 9:40 P.M. daily.

### TED COLLINS

11:00 A.M., Monday through Friday.

### ROBERT TROUT, With the News Till Now

5:45 P.M., Monday through Friday.

### BILL HENRY—7:55 P. M., Monday through Friday

### NED CALMER—7:55 P. M., Saturday and Sunday.



SAM MOLEN  
KMBC Sports Director

## THURSDAY

### 2:00 P.M. INSIDE THE NEWS

KMBC Schoolhouse program with Erle Smith and student newscaster reviewing events of the week for upper elementary and high school audience.

### 2:15 P.M. MUSIC TIME

A carefully planned music lesson for elementary grades.

### 6:30 P.M. INFORMATION PLEASE

### 9:00 P.M. READER'S DIGEST—RADIO EDITION

### 9:45 P.M. HEAR THE HEART OF AMERICA

## SUNDAY

- 7:45 A.M. THOUGHTS FOR THE DAY
- 8:30 A.M. LITTLE OFFICE BEHIND THE  
CHURCH ORGAN  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:00 A.M. CHURCH OF THE AIR  
Services conducted by representatives of the major faiths.
- 10:05 A.M. WINGS OVER JORDAN  
Spirituals and religious talks.
- 10:30 A.M. OPINION PLEASE
- 11:00 A.M. STONE CHURCH SERVICE  
Stone Church Choir and speakers in morning worship originating at the church.
- 11:30 A.M. AS OTHERS SEE US
- 12:25 P.M. THE VOICE OF YOUR LIBRARY
- 12:30 P.M. TIME FOR REASON—ABOUT RADIO  
Dr. Lyman Bryson, CBS director of post war studies and educational broadcasts, discusses radio.
- 1:00 P.M. PEOPLE'S PLATFORM  
Round table discussion with Dwight Cooke.
- 2:00 P.M. NEW YORK PHILHARMONIC OR-  
CHESTRA
- 3:30 P.M. THE HOUR OF CHARM
- 4:00 P.M. THE FAMILY HOUR
- 5:00 P.M. WAYSIDE CHAPEL
- 10:15 P.M. REPORT FROM UNITED NATIONS

LISTENING POST, published monthly, except during summer, in behalf of KMBC's Education Department, Pickwick Hotel, Kansas City 6, Mo.

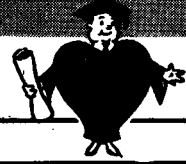
Dr. Charles F. Church, Jr.  
Director of Education

E. P. J. Shurick  
Director Promotion and Press Relations  
W. K. Rodat, Editor



KMBC

# LISTENING POST



*for Education on the Air*

Vol. 4, No. 4

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

May, 1947

## KMBC Reviews Outstanding 1946—47 Events In Education and Public Service Programs

By Charles F. Church, KMBC Director of Education.

Approaching the end of another school year, KMBC personnel looks with satisfaction at some of the accomplishments of the past months. So, in *Listening Post's* concluding spring issue, it seems appropriate to recall some of the year's educational activities at KMBC.

Because of school administrators' and teachers' interest in classroom broadcasts, a principal programming effort at KMBC has been directed toward daily classroom features. The KMBC "Schoolhouse," now completing its third year, includes four fifteen-minute programs weekly, three of which bring school children to the studio each week. Over 2,000 children visit KMBC's studios during the school year as they participate in the production of "Music Time," "Fun With Facts," and "Inside the News." Elementary schools in the



DR. CHARLES F. CHURCH  
KMBC Director of Education

area furnish studio classes for the first two, while the high schools and Junior College furnish student newscasters to supplement Erle Smith's weekly news summary. "The Magic Book," widely known series of children's stories, dramatized and narrated by Caroline Ellis, has also continued throughout the year. Teachers' utilization outlines for three of these programs were prepared for use in the public schools, and mailed each week to hundreds of teachers who requested them.

### Includes CBS Series

Also, at the request of school administrators, the CBS "American School of the Air" series was transcribed for broadcast in school hours so that classroom use might be made of them.

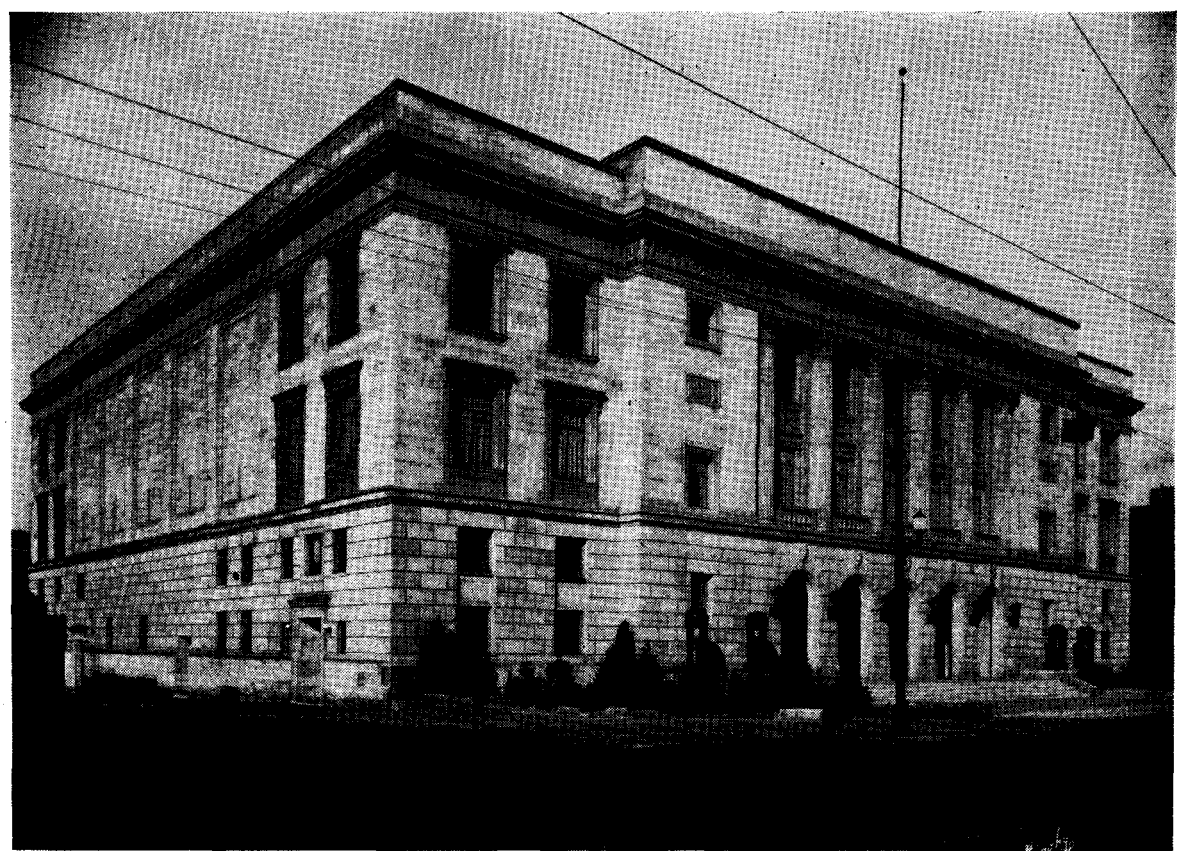
Attacking the problem of juvenile delinquency in a preventative way, KMBC's "Big Brother Club," sought the listening interest of youngsters in the formative period preceding the teen-age. Guests are brought to the daily air meetings by Tim West, Chief Big Brother, where they tell the boys and girls about their hobbies, about travel and customs of other people, or perhaps explain, in simple language, the function and purpose of a modern invention. Each program is designed to inform the youngster and at the same time hold his interest.

(Continued in Column 4)



### SIGNIFICANT ACHIEVEMENTS . . .

Publication of "The First Quarter-Century of American Broadcasting," written by KMBC's E. P. J. Shurick, and universally accepted as the authoritative source-book of significant events and dates in American radio development, highlighted KMBC achievements in the past year. Pictured above, President Truman is presented the first copy of the historical volume by Arthur B. Church, (right) president and founder of KMBC, and E. P. J. Shurick, (left) author of the book, at the White House in Washington. Another significant achievement of the past months was KMBC's purchase of the American Red Cross Building (lower left) which will provide studio facilities and expanded office needs for KMBC, KMBC-FM, and a new station at Concordia, Kansas.



### KMBC to Originate CBS "Church of the Air"

Sunday, June 8, at 8 a. m., Columbia's "Church of the Air" will originate from the studios of KMBC in Kansas City with Rabbi Maurice Solomon of the Kehilath Israel Synagogue as the guest speaker.

nile delinquency in a preventative way, KMBC's "Big Brother Club," sought the listening interest of youngsters in the formative period preceding the teen-age. Guests are brought to the daily air meetings by Tim West, Chief Big Brother, where they tell the boys and girls about their hobbies, about travel and customs of other people, or perhaps explain, in simple language, the function and purpose of a modern invention. Each program is designed to inform the youngster and at the same time hold his interest.

To acquaint teachers and school  
(Continued on Page 2, Column 1)

## Outstanding Events Reviewed By KMBC

(Continued from Page 1, Column 2)

leaders more completely with KMBC's school services, display booths were prepared for both the Kansas and the Missouri State Teachers Conventions. Thousands of teachers visited these exhibits and became better acquainted with KMBC's educational program.

### Trans-Atlantic Broadcast

KMBC, in cooperation with the Kansas City Public Schools, the Missouri State Teachers Association, and the Junior Town Meeting League, presented the first evening general session in connection with the Missouri Teachers Convention. A trans-Atlantic Junior Town Meeting was conducted between students in Kansas City and London, England. A selected audience of one hundred high school students questioned the Kansas City participants during the broadcast.

Adult education was continued locally in a variety of ways. The most direct of these has been the Sunday morning informal Round Table, planned by Dr. J. W. McDonald of the Kansas City Council of Churches. Here ministers and laymen of various races and creeds, men and women who are leaders in many representative areas of Kansas City life, meet together for a sincere exchange of opinion on timely questions at the level of personal action and responsibility.

A number of program series, including, "Of Health and Happiness," "Kansas City Report," "Save A Life," "Kansas City Philharmonic" (Continued on Page 3, Column 1)



### KMBC BIG BROTHER CLUB

Attacking the problem of juvenile delinquency in a preventive way, KMBC's "Big Brother Club" holds a daily air meeting, Monday through Friday, seeking the listening interest of youngsters in the formative period preceding the teenage. A recent meeting, (pictured above) presented guests who brought and explained their miniature motor driven cars and planes to Club members.



### KANSAS CITY PHILHARMONIC

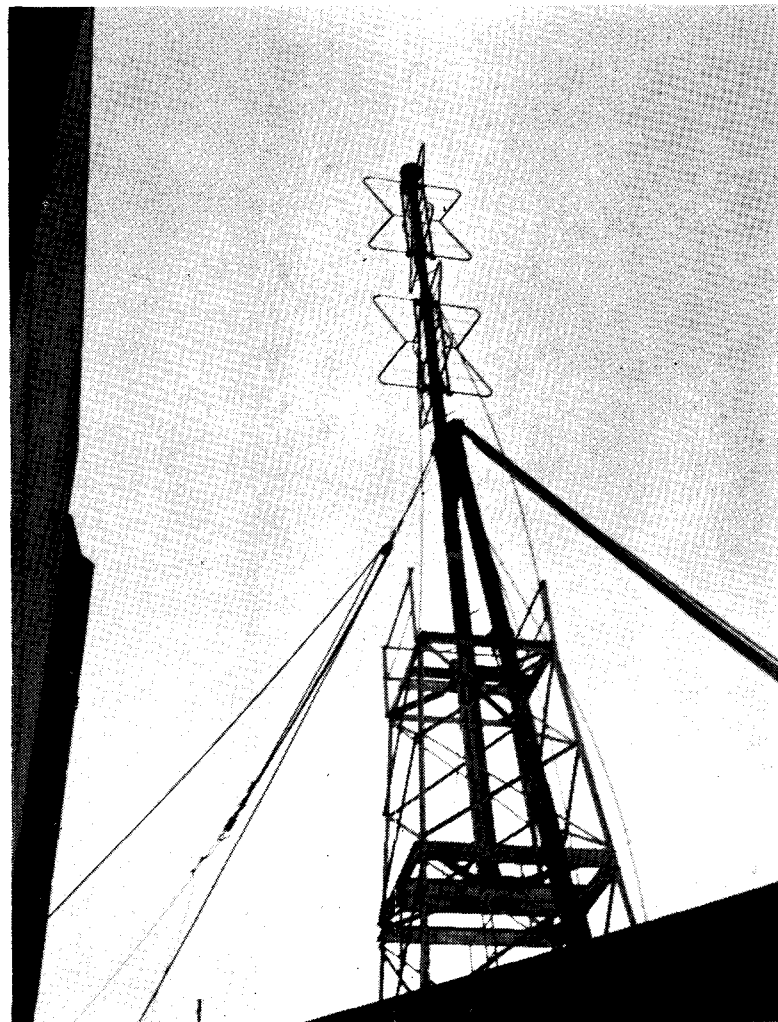
For the fourth consecutive year the Kansas City Philharmonic orchestra was presented over KMBC to the Heart of America radio audience. The 74 piece orchestra, (pictured above) is under the direction of Efrem Kurtz, nationally known conductor, who was recently featured as guest conductor of the New York Philharmonic-Symphony.



### KMBC SERVICE FARMS

Striking a new note in farm radio news three years ago with the organization of the KMBC Service Farms, (pictured above), KMBC recognized the need for greater farm service programming to that 49% of the Heart of America which is rural. Although the station long has been a leader in maintaining a full-time farm department, it was felt that a live stock farm operated in service to farmers throughout the KMBC area would serve to round out and balance its farm program. KMBC's unique 500 acre project has attracted much favorable comment throughout the nation with its accomplishments and rapid development under the management of Phil Evans, nationally known farm authority who directs KMBC's farming operations and three times daily reports on experiences at the KMBC Service Farms.

## KMBC-FM INCREASES POWER



Important in future plans is the development of KMBC-FM broadcasting. Long a pioneer in the science of frequency modulation, KMBC-FM was recently increased to seven hours daily, from 2 to 9 p. m., including Sundays, to better serve the many FM listeners in its area. Installation of the new three-bay RCA super-turnstile antenna on top of the elevator penthouse of the Kansas City Power and Light Building, the tallest in the Heart of America, is shown above, with two up and one to go. This installation, plus a newly installed 3kw transmitter, provides KMBC-FM 12,000 watts rated antenna power output and leads the way toward the 30kw output recently granted by the FCC.

## KMBC Traffic Safety Contest



When traffic fatalities on the streets of Kansas City, one time nationally cited for its traffic safety, hit a new high, KMBC originated a \$1000 prize contest and program series to make the people of Kansas City safety conscious. Indicative of the success of the safety campaign were the figures of deaths on the streets of Kansas City compared with a like period a year previous—a reduction of 12 to 1! Pictured above, Joanne Taylor, (left) president of the Kansas City Women's Chamber of Commerce, presents a \$50 check to Mrs. Paul Sitlington, first weeks winner in the KMBC Safety Contest, while Henry W. Johnson, (second from left) Kansas City's Chief of Police and Lee Stewart, KMBC's chief announcer, look on.

## Outstanding Events Reviewed By KMBC

(Continued from Page 2, Column 1)

monic Orchestra," and "Hear the Heart of America," have been produced in cooperation with various civic and local government groups. We have had the privilege of hearing Kansas City's fine orchestra. We have had health information in entertaining, dramatic form from the Jackson County Medical Society. The city government has had an opportunity to interpret its objectives and achievements to the public.

### Significant Achievements

The recent KMBC Safety Campaign materially aided in reducing traffic fatalities on the streets of Kansas City on the ratio of 12 to 1. Another significant achievement of the year was the publication of "The First Quarter Century of American Broadcasting," written by KMBC's E. P. J. Shurick, and universally accepted as the authoritative source-book of significant events and dates in American radio development.

As to the future, KMBC looks forward with anticipation to several developments. The purchase of the Kansas City Red Cross Building assures future studio and office expansion needs. KMBC-FM operation has been increased to 12,000 watts rated antenna power output, leading the way toward the 30kw output recently granted by the FCC, which has also granted KMBC a new station at Concordia, Kansas. The latter will extend KMBC's important rural program service to the whole of Kansas instead of only to the eastern part and western Missouri.

## JUNIOR TOWN MEETING



### IN THE U. S. A.

In connection with the first evening general session of the Missouri Teachers Convention, KMBC presented a trans-Atlantic Junior Town Meeting broadcast before 7,000 teachers in Kansas City's Municipal Auditorium. Pictured above are, C. W. Pettegrew, (center), moderator of the meeting and the Kansas City high school students who participated in the broadcast.



### IN ENGLAND

Bella Marcus and Bernard Palmer, (pictured above) were the trans-Atlantic Junior Town Meeting participants in England. The broadcast featured a discussion of the question, "Are Youth and the Schools Meeting Their Obligations to One Another."



### KMBC EDUCATION EXHIBITS FOR TEACHERS

To inform school administrators and teachers of presently available teaching resources in the field of radio, KMBC's Education Department conducted Exhibits at both the Kansas and Missouri State Teachers' Conventions. Several thousand interested teachers stopped at the KMBC display booth to receive materials and information. Allene Lent, (above, right), representing the KMBC Department of Education, is shown with a number of callers at the Kansas meeting held in Topeka. The display called attention to the many programs and personalities available for education, originating from KMBC and the Columbia network.



# RECOMMENDED LISTENING ON KMBC

## MONDAY through FRIDAY

- 5:55 A.M. **SOILS AND CROPS**  
KMBC's Keith Jones reports from the KMBC farm.
- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:30 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday).
- 9:15 A.M. **KMBC HAPPY KITCHEN WITH JUNE MARTIN**  
Recipes and cooking helps with KMBC's home economist. (Also Saturday.)
- 10:00 A.M. **KATE SMITH SPEAKS**  
Commentaries on American life.
- 12:25 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.
- 2:15 P.M. **THE KMBC HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally known woman commentator.
- 3:30 P.M. **REMEMBER WHEN**
- 5:15 P.M. **THE BIG BROTHER CLUB**  
Daily meetings with Tim West, Chief Big Brother.
- 5:25 P.M. **WEATHER BUREAU REPORT**  
(Also Saturday and Sunday)



CAROLINE ELLIS  
Keeper of The Magic Book

## MONDAY

- 7:00 P.M. **RADIO THEATRE**  
Presentation of important screen plays from radio's best-known theatre.
- 8:00 P.M. **SCREEN GUILD PLAYERS**  
Screen stars in excellent film adaptations.
- 9:45 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.

## TUESDAY

- 7:30 P.M. **THE AMERICAN MELODY HOUR**
- 8:00 P.M. **COUNTY NEIGHBOR**  
Discussion and interview program with Phil Evans
- 8:30 P.M. **OPEN HEARING**  
Discussion series featuring Government spokesmen and Legislators.
- 9:45 P.M. **HEAR THE HEART OF AMERICA**
- 10:00 P.M. **ORGAN MELODIES**  
P. Hans Flath at the organ.

## WEDNESDAY

- 6:30 P.M. **DR. CHRISTIAN WITH JEAN HER-SHOLT**
- 8:30 P.M. **INFORMATION PLEASE**
- 9:45 P.M. **KANSAS CITY REPORT**

## RECOMMENDED LISTENING ON KMBC-FM

(2:00 - 9:00 P.M. Daily)

### MONDAY THROUGH FRIDAY

- 2:00 P.M. **SYMPHONIC TREASURES**  
(Also Saturday and Sunday)
- 3:00 P.M. **MUSIC OF OTHER LANDS**  
(Also Saturday and Sunday)
- 4:00 P.M. **SYMPHONY HOUR**  
(Also Saturday and Sunday)
- 7:00 P.M. **PIPE ORGAN CONCERT**  
(Also Saturday)
- 8:00 P.M. **NEWS AND SPORTS**  
(Also Saturday and Sunday)
- 8:30 P.M. **SYMPHONIC TREASURES**

### SATURDAY

- 5:00 P.M. **THE TEXAS RANGERS**  
(Also Sunday)
- 8:30 P.M. **SOUTH OF THE BORDER**

### SUNDAY

- 3:30 P.M. **THE SACRED HOUR**
- 8:30 P.M. **MUSIC OF AMERICA**

KMBC-FM — 97.9 mc., C-250

## DAILY NEWS SERVICE

- BILL GRIFFITH**  
6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.
- JOHN FARMER**  
12:00 Noon, 12:55 P.M. Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 5:45, 9:30, 11:00 P.M. Sunday.
- ERLE SMITH, News Editor**  
3:25, 5:45, 9:30, P.M., Monday through Saturday.
- JACK BENTON**  
11:00 P.M. Monday through Saturday.
- SAM MOLEN, Sports News**  
5:55, 9:40 P.M. daily.
- TED COLLINS**  
10:00 A.M., Monday through Friday.
- ERIC SEVAREID—4:00 P.M. Monday through Friday.**
- BILL SHADELL—4:00 P.M. Saturday.**
- ROBERT TROUT, With the News Till Now**  
4:45 P.M., Monday through Friday.
- BILL HENRY—6:55 P.M., Monday through Friday.**
- NED CALMER—6:55 P.M., Saturday and Sunday.**
- LOWELL THOMAS—9:00 P.M. Monday through Friday.**



ERLE SMITH  
Head of the KMBC News Department

## THURSDAY

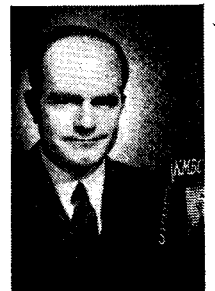
- 8:00 P.M. **READER'S DIGEST—RADIO EDITION**
- 9:45 P.M. **HEAR THE HEART OF AMERICA**
- 10:00 P.M. **ORGAN MELODIES**  
P. Hans Flath at the organ.

## FRIDAY

- 6:45 P.M. **MEMORY LANE OF SPORTS**  
Sam Molen with thrilling sports stories of the past.
- 10:00 P.M. **SOUND OFF WITH MARK WARNO**

## SATURDAY

- 7:00 A.M. **THE JUBILARIES**
- 8:30 A.M. **GARDEN GATE**  
"Old Dirt Dobber" on gardening pleasures and problems.
- 10:00 A.M. **THEATRE OF TODAY**
- 11:00 A.M. **GRAND CENTRAL STATION**
- 1:30 P.M. **ADVENTURERS' CLUB**
- 2:00 P.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Mila Mack.
- 2:25 P.M. **CAMP FIRE GIRLS**
- 2:30 P.M. **ADVENTURES IN SCIENCE**
- 2:45 P.M. **OF MEN AND BOOKS**
- 3:30 P.M. **CROSS SECTION—U. S. A.**
- 4:15 P.M. **WORD FROM THE COUNTRY**



LEE STEWART  
Schoolmaster of Fun With Facts

## SUNDAY

- 6:30 A.M. **COLUMBIA COUNTRY JOURNAL**  
Farm experts and guest speakers with important farm legislation reported by Chuck Worchester.
- 7:45 A.M. **THOUGHTS FOR THE DAY**
- 8:00 A.M. **CHURCH OF THE AIR**  
Services conducted by representatives of the major faiths.
- 8:30 A.M. **LITTLE OFFICE BEHIND THE CHURCH ORGAN**  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:05 A.M. **WINGS OVER JORDAN**  
Spirituals and religious talks.
- 10:00 A.M. **INVITATION TO LEARNING**
- 10:30 A.M. **AS OTHERS SEE US**
- 11:00 A.M. **STONE CHURCH SERVICE**  
Stone Church Choir and speakers in morning worship originating at the church.
- 11:30 A.M. **PEOPLE'S PLATFORM**  
Round table discussion with Dwight Cooke.
- 12:25 P.M. **THE VOICE OF YOUR LIBRARY**
- 1:00 P.M. **NEW YORK PHILHARMONIC ORCHESTRA**
- 2:30 P.M. **THE HOUR OF CHARM**
- 3:00 P.M. **THE FAMILY HOUR**
- 5:00 P.M. **WAYSIDE CHAPEL**
- 9:45 P.M. **TIME FOR REASON—ABOUT RADIO**  
Dr. Lyman Bryson, CBS director of post war studies and educational broadcasts, discusses radio.

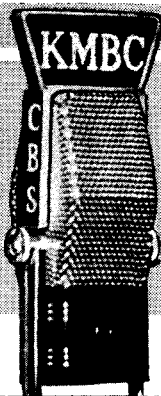
LISTENING POST, published monthly, except during summer, in behalf of KMBC's Education Department, Pickwick Hotel, Kansas City 6, Mo.

Dr. Charles F. Church, Jr.  
Director of Education

Tom Rucker  
Director Promotion and Press Relations

W. K. Rodat, Editor





# LISTENING POST



*for Education on the Air*

Vol. 4, No. 6

FROM KMBC — IN THE HEART OF AMERICA — KANSAS CITY

November

## Top Promotion Awards

*The*  
**Billboard**  
*Award*



*for outstanding achievement*

**IN RADIO**  
*presented to*

**STATION KMBC  
KANSAS CITY, MO.  
FOR  
OVER-ALL PROMOTION  
NETWORK AFFILIATE  
REGIONAL CHANNEL**

**1947**

## Ohio State Cites Music Time Of KMBC Schoolhouse Series



The Seventeenth Institute for Education by Radio at Ohio State University in its Eleventh American Exhibition of Educational Radio Programs has cited one of the KMBC Schoolhouse features "Music Time" "because of its originality in the utilization of radio to bring to the classroom entertaining and informative material to fit the objectives of the music curriculum."

This is the second program of the "KMBC Schoolhouse" series that has received national honors from the Ohio State University. Last year "The Magic Book" best loved children's stories, created and narrated by Caroline Ellis was presented a First Award.

The "Music Time" broadcasts are presented throughout the school year by KMBC on Thursdays at 1:30 p.m. as a feature of the KMBC Schoolhouse Series, presented by KMBC in service to the schools of the community.

### Supervised Music

The award winning program is one of supervised music for children of grade-school age. It is planned by Miss Alice Gallup, a supervisor of music for the Kansas City Public schools, in co-operation with Dr. Charles F. Church, KMBC's Director of Education, as an aid to the classroom teacher and as a provision for schools which have no music in-

struction. A constant effort has always been made in the series to provide new material and new ways of presenting music to children.

### Study Sheets

Before "Music Time" programs are broadcast, study sheets are issued to all teachers with suggestions regarding preparation for listening and for a follow-up of the programs. In determining the content of programs, it has been necessary to take into consideration the broad variety of groups to whom they are broadcast.

A big improvement in music listening habits and in following musical directions has been noted in the public schools in the KMBC area as a result of the programs, which has provided an increased appreciation of music and an improvement in listening habits, which in turn has improved the children's own ability to express themselves through songs.

THE CITY COLLEGE OF NEW YORK

**Award of Merit**  
TO RADIO STATION KMBC

KANSAS CITY, MISSOURI  
FOR THE MOST EFFECTIVE  
ALL-OVER STATION PROMOTION

FOR THE YEAR 1946  
**ALL-OVER STATION PROMOTION**

BY THE COMMITTEE ON NATIONAL RADIO AWARDS OF  
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS  
THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION  
OF THE CITY COLLEGE OF NEW YORK  
APRIL TWENTY-SECOND AND TWENTY-THIRD, 1947

*Harry N. ...*  
THE CITY COLLEGE OF NEW YORK

*John ...*  
THE COMMITTEE ON RADIO

## KMBC Schoolhouse Series Resumed For In-School Listening

The "KMBC Schoolhouse" series of radio programs for in-school listening has entered its fourth consecutive year over KMBC. The programs, specifically designed for primary, intermediate and high school classes are broadcast daily, Monday through Friday, at 1:30 p.m., and will continue throughout the school year.

The five programs heard each week are produced in cooperation with school authorities in the area, in an effort to supply programs of

### Teachers' Outlines and Manuals Available

Material for aid in classroom use of the "KMBC School Of The Air" series are available to teachers, without charge, upon request to the Education Director, Station KMBC, Kansas City 6, Missouri. Teachers' aids include the CBS "American School of the Air" Calendar Manual, and the teachers' outlines for the "Schoolhouse" series which include suggested class activities for "Fun With Facts," "The Magic Book," and "Music Time." An advance list of programs for "Tomorrow's Farmers" is also available.



### YOUTH VIEWS THE NEWS

Erle Smith, left KMBC News Editor, with a group of Westport High School students and their teacher Mr. Edwin J. King, (seated rear, center) just before the start of the KMBC Schoolhouse "Youth Views The News" program.

interest and value to both school and home listeners.

On Mondays, Phil Evans, KMBC farm authority, comes into high school classrooms with latest information from the KMBC Service Farms, from the Kansas City markets, and with special interviews with guest farm and market experts, in a new addition to the "KMBC Schoolhouse" titled "Tomorrow's Farmers."

Tuesday's "Fun With Facts" with Lee Stewart, KMBC chief announcer and genial "schoolmaster of the air" and a guest class, discuss a selected study topic, or visit a place of special interest in Kansas City.

"The Magic Book," winner of a First Award in the Tenth American Exhibition Of Educational Radio Programs at the Ohio State University in 1946, is heard on Wednesdays. Caroline Ellis, KMBC's famed woman commentator, becomes the children's favorite story teller. Dramatizing and narrating stories from the "Magic Book," Caroline shares them with her young listeners.

On Thursdays another National Award winner at Ohio State, "Music Time," is presented. Here is music children love to hear, music for class participation with Alice Gallup and her studio guest class. The program is of special aid

## Programs Of CBS School Of The Air Carried By KMBC

Four of the Columbia "School of the Air" programs are being carried on KMBC this year by delayed broadcast, outside of school hours. The programs will serve to supplement the "KMBC Schoolhouse" series for in-school listening. Many teachers recommend these programs to their students for outside listening and later class discussion.

Tuesday evenings at 8:30 p.m., KMBC presents "Liberty Road." This series portrays, in a succession of radio dramas, those basic rights and freedoms which men prize most. Somewhat by events of the past, but chiefly by the experiences of men today, the programs show what these rights mean.

### Sundays

The following three programs of the "CBS School of the Air" will be heard over KMBC on Sundays.

At 8:00 A.M. "Gateways To Music" swing open and present the music which has grown out of a certain geographic area, letting it speak for its people through their own art and folk heritage. Each program plays its part as interpreter for the music makers, whatever their race or creed.

"Opinion, Please," a combination of drama and discussion dealing with problems in the field of current events and social science, is presented at 10:30 A.M. The topics chosen for dramatic portrayal and discussion cover a wide range.

Great stories of literature, cast into radio drama by "Tales Of Adventure" are heard at 11:05 P.M. In this series world-known tales are brought to life—such as Shakespeare's enchanting romance and masquerade known as "Twelfth Night," and Mark Twain's rollicking yarn of Tom Sawyer.



### PRESENTATION

Dr. Charles F. Church, (center) KMBC's Director of Education, presents Miss Alice Gallup, (right) supervisor of music for the Kansas City Public Schools, a copy of the National Award from the Ohio State University for the program series "Music Time" while Lee Stewart, Chief Announcer for KMBC looks on.

## National Radio Week

National Radio Week, celebrated October 26 to November 1, brought forth many facts and figures that few of us are aware of as we operate our radios as a part of every-day life. Here are a few of the elements that go into making a broadcast day which substantiate the theme of National Radio Week that "Radio Helps More People To Get More Out Of Life."

★

Of the present 38,120,000 families in the United States, 34,800,000 are radio families, owning at least one radio. More than 7,000,000 automobile radios are in use today—extending broadcasting's audience beyond the radio home. 19,050,000 other sets are in use, in homes, stores, hotels, institutions, offices—a total of 60,850,000 radios in use.

★

41% of the broadcasting time of all American radio stations is devoted to music. Never in history has any people been so musical as Americans, and to broadcasting is due a large share of credit for this fact. The best American theatre is brought to radio's audiences, nationally and locally with 16% of broadcast time devoted to these productions.

★

Free American radio gives 13% of all its broadcasting time to news and commentary—the spot news of the world, the background of the news, the analysis of the news. New developments, facsimile and television, are broadening radio's ways of presenting the news.

★

Six per cent of broadcasting time is given to programs of educational value in America. Radio's audiences hear documentaries that inform, talks and lectures that broaden, forum discussions and panels that offer the raw material for the shaping of public opinion. At KMBC the "Schoolhouse" series, designed for in-school listening provides added educational programming.

★

Spectator crowds at sports events have grown phenomenally in the past ten years, thanks in large part to radio's spectacular coverage, now broadened and extended by the growth of television. In the field of current events apart from news and educational programs, talks and forum discussions take 4% of America's broadcast time. In a basic sense, radio has taken the place of the old town-meeting, on a national scale.

★

Six per cent of all American broadcast time is devoted to programs of religion and religious music. Most communities can hear services by radio, hymns by radio, and even special programs of news about religion. Rural radio audiences of America are served by hundreds and thousands of broadcasts designed to inform and serve the farm family. Market reports, crop services, advice on farm problems, from experts, and even complete developmental farms, such as the KMBC Service Farms where findings are passed on to listeners—these are some of the continuing offerings of a free American radio to people once out of immediate touch with any medium of communication.

★

There is almost no part of human life that is not touched by American broadcasting. In the truest sense, radio helps Americans to get more out of life, but it also helps them to give more—to contribute to the happiness and welfare of their communities, their states and their nation. And radio is free for all Americans.

## "Horizons" Theme Of "Invitation To Learning" On KMBC

Striving for a broader, richer perspective of the world and man's increasing knowledge about it through the centuries, Columbia network's "Invitation To Learning" is devoting its fourth quarter of 13 broadcasts to the theme "Horizons," discussing the work of frontiersmen of ideas. The program is heard over KMBC each Sunday at 11:30 A.M.

Acting as chairman for the entire "Horizons" series is Lyman Bryson, noted educator and CBS Counselor on Public affairs, who recently returned to the United States after serving in Paris as Special Consultant at UNESCO headquarters and making a brief lecture tour to several key European cities.



LYMAN BRYSON

Following is a list of the books to be discussed in the new series with the specific "horizon" of each book designated:

"Lyrical Ballads" by William Wordsworth; The Poetry of common things.

"Travels of Marco Polo The Venetian" by Marco Polo; For to travel and for to see.

"Relativity, A Popular Exposition" by Albert Einstein; Of time and space.

"Wealth of Nations" by Adam Smith; Enlightened self-interest.

"Capital" by Karl Marx; Labor as wealth.

"Leaves of Grass" by Walt Whitman; The democratic individual.

### BIG SIX FOOTBALL

Sam Molen, KMBC director of sports is again presenting his vivid play-by-play accounts of Big Six football games over KMBC each Saturday afternoon. In addition to having been named the Mid-west's top sports commentator by the Sporting News, Molen has authored a collection of stories and anecdotes about the greats and the also-rans in sports, titled, "They Make Me Laugh."

"A General Introduction to Psychoanalysis," Sigmund Freud; The subconscious mind.

"Ulysses" by James Joyce; The stream of consciousness.

## KMBC-FM Moves To New Dial Position

KMBC-FM has moved to its new position on the dial—100.5 megacycles—and at the same time increased its broadcast schedule from 12:55 to 9:00 p.m., daily including Sunday.

Presently operating on 12,000 watts rated antenna power output, KMBC-FM has installed a 3kw FM transmitter, the first in the middle-west, along with a new three-bay RCA super-turnstile antenna on top of the elevator penthouse of the Kansas City Power and Light Building. These changes lead the way towards the 30kw KMBC-FM output granted by the FCC.

## Favorite Story On KMBC Stars Colman In Leading Roles

"Favorite Story," heard over KMBC each Sunday evening at 9:45 features Ronald Colman, one of the outstanding personalities in the entertainment world, as the host, narrator and star.

Colman, admired in radio and films for his vibrant, persuasive voice and his perfect diction, combines his own talent with that of an all-star cast in this new program.

Program titles of forthcoming broadcasts include: "David Copperfield" by Charles Dickens and selected by Alec Templeton; "The Queen Of Spades" by Alexander Pushkin, selected by V. Stefansson; and "Arabian Nights" selected by Lowell Thomas.

KMBC of Kansas City  
Education - Service - Entertainment  
980 on your Dial



### AT THE KANSAS STATE FAIR

The KMBC Education Department conducted Exhibits at the Kansas and Missouri State Fairs to acquaint school administrators and teachers with the educational programming conducted by KMBC. The display, pictured above, was conducted by Allene Lent (left), of the KMBC Department of Education and was visited by many thousands of interested State Fair visitors.

# RECOMMENDED LISTENING ON KMBC

ALL TIMES CENTRAL STANDARD TIME, KMBC, SCHOOL OF THE AIR, MONDAY THROUGH FRIDAY, 1:30—1:45 P. M.

## MONDAY through FRIDAY

- 5:55 A.M. **SOILS AND CROPS**  
Reports from the KMBC farm.
- 6:15 A.M. **PHIL EVANS—FARM COUNSELOR**  
From the KMBC farm.
- 6:25 A.M. **LIVESTOCK MARKETS**  
Bob Riley direct from the Kansas City Livestock Market.
- 6:30 A.M. **MORNING DEVOTIONS**  
Inspirational thoughts for the day with Evan Fry, hymns. (Also Saturday.)
- 8:15 A.M. **THE FOOD SCOUT**  
Fruit and vegetable news from the Kansas City Produce Terminal (Also Saturday).
- 8:30 A.M. **THE KMBC HAPPY HOME WITH CAROLINE ELLIS**  
Friendly philosophy with KMBC's nationally-known woman commentator.
- 9:15 A.M. **KMBC HAPPY KITCHEN WITH JUNE MARTIN**  
Recipes and cooking helps with KMBC's home economist. (Also Saturday).
- 9:50 P.M. **LIVESTOCK MARKETS**  
Bob Riley direct from the Kansas City Livestock Market.
- 12:25 P.M. **FEED LOT CHATS**  
Talks for farm folk by KMBC's Phil Evans, from the KMBC farm.
- 12:30 P.M. **LIVESTOCK MARKETS**  
Bob Riley direct from the Kansas City Livestock Market.
- 1:30 P.M. **KMBC SCHOOL OF THE AIR**
- 5:15 P.M. **THE BIG BROTHER CLUB**  
Daily meetings with Tim West, Chief Big Brother.
- 6:15 P.M. **WEATHER BUREAU REPORT**  
(Also Saturday and Sunday)



DR. CHARLES CHURCH  
KMBC Director of Education

## MONDAY

- 1:30 P.M. **TOMORROW'S FARMERS**  
Phil Evans comes into high school classrooms with latest information and special interviews with guest farm and market experts.
- 7:30 P.M. **ARTHUR GODFREY'S TALENT SCOUTS**
- 8:00 P.M. **RADIO THEATRE**  
Presentation of important screen plays from radio's best-known theatre.
- 9:45 P.M. **OF HEALTH AND HAPPINESS**  
Stories of doctors and medicine.

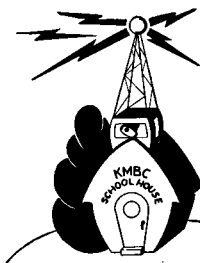
## TUESDAY

- 1:30 P.M. **FUN WITH FACTS**  
Science and history of the region for upper and elementary grades.
- 8:30 P.M. **LIBERTY ROAD**  
Radio dramas about the great rights of men which are most prized.
- 9:00 P.M. **COUNTRY NEIGHBOR**  
Discussion and interview program with Phil Evans.
- 9:45 P.M. **HEAR THE HEART OF AMERICA**
- 10:30 P.M. **CBS IS THERE**  
"On-the-scene" reports of history.

## WEDNESDAY

- 1:30 P.M. **THE MAGIC BOOK**  
Favorite children's stories, dramatized by KMBC's Caroline Ellis for kindergarten and elementary grades.
- 7:00 P.M. **AMERICAN MELODY HOUR**
- 7:30 P.M. **DR. CHRISTIAN**
- 8:30 P.M. **SCREEN GUILD PLAYERS**  
Screen stars in excellent film adaptations.
- 9:45 P.M. **KANSAS CITY REPORT**

## K M B C SCHOOL OF THE AIR



(1:30-1:45 P.M. Daily)

MONDAY—TOMORROW'S FARMERS

TUESDAY—FUN WITH FACTS

WEDNESDAY—THE MAGIC BOOK

THURSDAY—MUSIC TIME

FRIDAY—YOUTH VIEWS THE NEWS

TUESDAY—LIBERTY ROAD—8:30-9:00 P.M.

November 4—Time for Assembly  
November 11—The Vote  
November 18—Presenting A Petition  
November 25—Habeas Corpus

SUNDAY—GATEWAYS TO MUSIC—  
8:00-8:30 A.M.

November 9—The Isles Of Britain  
November 16—Out Of The Orient  
November 23—Across The Pyrenees To Spain  
November 30—Thanksgiving

SUNDAY—OPINION PLEASE—10:30-11:00 A.M.

November 9—Getting A Job  
November 16—Mind Your Manners  
November 23—The High Cost Of Living  
November 30—Playing The Game

SUNDAY—TALES OF ADVENTURE—  
11:05-11:35 P.M.

November 9—This Football  
November 16—Casey Jones And Locomotive  
November 23—David Copperfield  
November 30—The Matchlock Gun

## DAILY NEWS SERVICE

**BILL GRIFFITH**  
6:00, 7:15, 8:25, 9:45 A.M., Monday through Saturday. 12:00 Noon, 12:55 P.M. Saturday.

**JOHN FARMER**  
12:00 Noon, 12:55 P.M. Monday through Friday. 7:15, 9:45 A.M., 12:00 Noon, 6:00, 9:30, 11:00 P.M. Sunday.

**ERLE SMITH, News Editor**  
3:25, 6:00, 9:30, P.M., Monday through Saturday.

**JACK BENTON**  
11:00 P.M. Monday through Saturday.

**SAM MOLEN, Sports News**  
6:10, 9:40 P.M. daily.

**LOWELL THOMAS**  
5:45 P. M., Monday through Friday

**EDWARD R. MURROW,**  
The News Till Now  
6:45 P. M., Monday through Friday.

**BILL HENRY—7:55 P.M., Monday through Friday.**

**NED CALMER—7:55 P. M., Saturday and Sunday.**

**CBS NEWS**  
12:00 Midnight, Monday through Sunday



JOHN FARMER  
KMBC Newsman

## THURSDAY

- 1:30 P.M. **MUSIC TIME**  
A carefully planned music lesson for elementary grades.
- 9:00 P.M. **READERS DIGEST—RADIO EDITION**
- 9:45 P.M. **HEAR THE HEART OF AMERICA**
- 11:05 P.M. **ORGAN MELODIES**  
P. Hans Flath at the organ.

## FRIDAY

- 1:30 P.M. **YOUTH VIEWS THE NEWS**  
News, combined with the opinion and frank views of youth, facing today's great problems, conducted by Erle Smith.
- 8:00 P.M. **THE MARK WARNOV SHOW**
- 8:30 P.M. **THE FBI IN PEACE AND WAR**
- 9:45 P.M. **HEAR THE HEART OF AMERICA**

## SATURDAY

- 7:00 A.M. **THE JUBILAIRE**
- 10:00 A.M. **CAMP FIRE GIRLS**
- 10:05 A.M. **LET'S PRETEND**  
Dramatic adaptations of fairy tales and original fantasies by Nila Mack.
- 10:30 A.M. **ADVENTURERS CLUB**
- 11:00 A.M. **THEATRE OF TODAY**
- 11:30 A.M. **MARY LEE TAYLOR**
- 2:00 P.M. **BIG SIX FOOT-BALL**
- 5:00 P.M. **GRAND CENTRAL STATION**
- 7:00 P.M. **FIRST NIGHTER**
- 7:45 P.M. **MEMORY LANE OF SPORTS**  
Sam Molen with thrilling sports stories of the past.



PHIL EVANS  
KMBC Farm Director

## SUNDAY

- 7:00 A.M. **HYMN TIME**
- 7:30 A.M. **THE GARDEN GATE**  
"Old Dirt Dobber" on gardening pleasures and problems.
- 7:45 A.M. **THOUGHTS FOR THE DAY**
- 8:00 A.M. **GATEWAYS TO MUSIC**  
Music which has grown out of a certain geographic area speaking for its people through their own art and folk heritage.
- 8:30 A.M. **LITTLE OFFICE BEHIND THE CHURCH ORGAN**  
Ministers and laymen get together for an informal round table on present-day problems.
- 9:00 A.M. **CHURCH OF THE AIR**  
Services conducted by representatives of the major faiths.
- 10:05 A.M. **FLORIDA A. & M. COLLEGE CHOIR**
- 10:30 A.M. **OPINION PLEASE**  
Discussions dealing with problems in the field of current events and social science.
- 11:00 A.M. **STONE CHURCH SERVICE**  
Stone Church Choir and speakers in morning worship originating at the church.
- 12:30 P.M. **PEOPLE'S PLATFORM**  
Round table discussion with Dwight Cooke.
- 2:00 P.M. **NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA**
- 3:30 P.M. **THE HOUR OF CHARM**
- 4:00 P.M. **THE FAMILY HOUR**
- 4:30 P.M. **WAYSIDE CHAPEL**
- 9:45 P.M. **RONALD COLMAN**
- 10:15 P.M. **EVENING MUSICAL SERVICE**
- 11:05 P.M. **TALES OF ADVENTURE**  
Great stories of literature cast into radio drama.

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Dr. Charles F. Church, Jr.  
Director of Education

Tom Rucker  
Director Promotion and Press Relations

W. K. Rodat, Editor