Radio Pioneers Club Ceates Arthur B. Church

Arthur B. Church, founder and president of the Midwest Broad- casting company, was signally honored by the Radio Pioneers for his "Happy Kitchen," held recently in New York, when he was presented a Life Member- ship card. Mr. Church is also Vice-President and a chairman of the Radio Pioneers Club.

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

Among his many outstanding accomplishments is the development of the program "Of Health and Happiness" which has proved to be a contribution to the field of Public Health Education in the Greater Kansas City trade area. During the course of this outstanding contri- bution in the interest of the health of the people, Mr. Herbert Hoover, Mr. David Sarnoff, and Mr. Arthur B. Church were the recipients of the third Lay Honor Award presented in the history of the Jackson County Medical Society.

"Garden Gate" a Popular KMBC Saturday Program

The Garden Gate opens on KMBC every Saturday morn- ing at 8:45 for fifteen minutes of music and entertain- ment. A popular and stimulating fifteen-minute homemakers program, with Nancy Goode, is heard six days a week from 9:15 to 9:30 a.m., "The Happy Kitchen," as Kansas City's old- est homemaking quarter-hour, has long had a devoted audience.

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

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We received lots of letters complimenting you on the sound effects for last night's performance. This perennially popular saga of relationships were the keynote of its attractions. It bordered on comedy. Human relations that bordered on tears and tears that twisted the tongue. Lee was married in 1936 in Elid and has two charming daughters, Pat, 12, and Peg, 4.

_LZ STEWART_...As chief announcer of the eight-hour KBMCF-KFRM Team, Lee Stewart has one of the busiest schedules at KBMCF. It takes a steady personality to handle the "glamor" job of radio announcing, and luckily he has that quality in abundance.

As in the case of most of us, early training and experience may be credited with moldling his present attributes. Born in Oklahoma, Oklahoma's schooling was secured in several Oklahoma towns before his family position as teacher in rural schools possibly made necessary Lee's appearance on the Home Ball.

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

This was hardly Lee's first job, however. Even before his college fellowship, he had a number of different, exotic types of work while attending school. Summers were spent working on the family farm. He picked blackberries, cotton; had the Alva Express as chief headline boy for the Alva Daily City paper; wrapped bread in a bakery; and even helped his father with the trans-lavering postoffice.

Talent As Baritone
All of which leads to the year-round entertainment world professionally. As a baritone of the Shannon Brothers Talent Show he traveled western Oklahoma, and occasionally Missouri and Kansas, with this established company.

During the winter of 1944 Lee Stewart and radio became acquainted. The first test window in Elk City and Alva took a job as hotel clerk at the Casa Grande hotel. The management of the hotel owner also ran the local radio station, KASA. Because of his pleasant personality and voice—which had made Lee a prominent member of his college debate team—he was given a trial on the air. He was so well liked that when the spring semester opened it was decided to give him a regular spot on the 11 a.m. news. After several years he became chief announcer for KBMCF.

In 1944 he started to take over announcing duties at WKY in Oklahoma City where he worked for a year before moving to Kansas City.

On Network Shows
Most of the major networks have been home to Lee Stewart, including numerous KBMCF-originates to CBS ("Brush Creek Floods", "Choo-Choo on the Air"), the Doctor Phibs, etc.). He has announced the livestock program and KBMCF originates for the Columbia network work at Christmas, for the past four years. In addition to his duties as chief announcer for The KBMCF-KFRM Team, Lee produces two of the "Schoolhouse of the Air" series, the "Art Lesson" on Mondays and "Youth Looks Ahead" on Wednesdays. Of chief interest to Lee is the schoolmaster for the "Fun With Facts" show. In addition to being the producer of the "Lucky Corners" serial, he is also the police officer as head of the announcer staff, making up schedules, correcting any errors that might get into print, conducting interviews with aspiring announcers, working out various phases that tend to twist the tongue.

"Goldbergs" for Sanka Heard at New Time
"The Goldbergs," that amusing family comedy starring Gertrude Berg as Molly and Philip Loeb as Al, is now aired at 7:30 p.m. every Saturday on KMBCF. Sponsoring the show is General Foods for Sanka coffee, the situation comedy attracted regular followers for more than twenty years.

Originally known as "The Rise of the Goldbergs," the series went on the air in 1949 and was an immediate success. This perennially popular saga of family life was uniquely molded from a pattern of comedy that bordered on tears and tears that twisted the tongue.

"News with Jack Benton", the five-minute late news round-up heard at 11:00 p.m. Monday, Tuesday, and Friday, the firm ranches that a large audience which listens to the news just before retiring.

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

He is a natural entertainer with both voices personality and know how. Benton's 11:00 p.m. newscast is even more entertaining. He is so individualistic that even an important niche in the overall KBMCF-announcing network, as it does in the listening habits of Kansas Ottians.

Full British Election Coverage on KBMCF
The KBMCF-KFRM Team brought all-news coverage of the British elections to Britain to its listeners in the City by means of the KBMCF Team news staff and the Columbia Broadcasting System. There were no mistakes and no places that tend to twist the tongue. Plans included shifts by CBS newsmen from their normal posts in England to get the best possible election broadcasts on the closing of the campaign, as well as in-depth reports on election returns.

Edward R. Murrow went to London from New York. William Burdette of CBS Bome and Bill Downs of CBS Berlin. The network's normal British team, headed by Howard K. Smith, CBS Europe news chief, also appeared, the broadcasts carried reports on the closing of the campaign, as well as in-depth reports on the actual election. Also heard was a series of interviews with party leaders, and the man on the street.

Schreiber Mills Now Sponsors Bob Riley
Bob Riley's marketcasts combine the enthusiasm and potency for sponsors with Schreiber Mills, Inc., sponsorship of Bob's 9:05 a.m. markcast at cousinly point. In both of their cattle, hog, and poultry feeds, the Schreiber firm is reaching the KBMCF Team audience Monday through Friday.

With Facts'' show. On KFRM he is co-producer of the "Lucky Corners" serial.

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**New Daytime Drama Series For Bob-O & Glim**

An absorbing new daytime drama is now being aired Monday through Friday on KMBC. From 2:35 to 2:55 p.m., "Nana From Nowhere," sponsored by B. T. Bab-bits, Inc., on behalf of Bob-O and Glim, "Nana" is the story of a beautiful adopted girl and the two men who strongly influence her—her foster father and the great young movie director, Vernon Dutell. Much of the action takes place right in the heart of the movie industry—the glamorous studios of Hollywood.

As Nona, listeners hear Tuny Davis, a leading radio and screen actress. Karl Weber is cast as the movie director. Here is the kind of drama whose intriguing story, set against a famous and colorful background, has an immediate strong appeal for daytime listeners, and attracts friends and customers to Bab-bitt products for the home.

During the weeks of February 26 and March 5, listeners will have a special incentive for following the adventures of Nona: the sponsor will offer a collection of seven packets of seeds for £2.50 and either a Bob-O or Glim label. The unusual part of this offer is that Mrs. Consumer can get back the 35c she sent by using the coupons returned with the seeds to purchase Glim dishwashing detergent or Bob-O at a saving!

**KMCB Official Named To Foundation Board**

Keith Koopner, Vice President and Managing Director of KMCB and KFEM, has been named a member of the Board of Trustees of the William Allen White Foundation of the University of Kansas.

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


**Where's A Good Show New KMWB Feature**

Jim Burke's "Where's A Good Show" is attracting discriminating listeners at 2:55 to 3:05 p.m., Monday through Fridays with its hilariously realistic recommendations of what the local amusement scene has to offer. Jim calls the shots as he sees them, and his comments on current cinema fare are not influenced.

On Mondays and Tuesdays, the show features comments and "roll-torials" plus trends in the movies and on the stage. Having spent his time and entertainment dollar. The campaign of eight weekly spot announcements and four one-minute reminders of the New York Times, Publishers' prize winner, spoke at the all university gathering on the first William Allen White lecturer.

**Gangbusters Celebrates 14th Year of Broadcasting**

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

The only radio anti-crime series which dramatizes authentic crime cases from police blotter and names real names, places and dates, Gangbusters has consistently ranked with the leaders and is one of radio's best-known and most honored programs.

Besides its thrill-packed, authentically dramatic, Gangbusters is also famous for its weakly air description of more than 300 of these desperados.

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

**FEBRUARY, 1950**

**Resistables Promoted On KMBC By Edward R. Murrow**

Caroline Ellis "Happy Home" continues to be the meeting place of happy sponsors. Beginning March 7 the Drackett Company, makers of "Drano," the well-known cleaning agent for clogged drains and pipes, and "Windex," the all-purpose window cleaner, will sponsor a program that has a strong appeal for housewives in the Texas area.

Heard Monday through Friday from 9:30 to 9:45, the "Happy Home" features the down-to-earth philosophy of KMB-C-KFRM's beloved woman commentator, Caroline Ellis. Appearing with her on the program is David Andrews. Andrews is the KMBC-KFRM Team's hour of entertainment and information—the "Dinner-Bell Roundup." For over ten years, Andrews has been a consistent favorite of listeners across the nation.

Other characters in the series include: Gaye Cartwright, the Coopers' confirmed bachelor friend, and Katlo, the maid. "My Favorite Husband" first went on the air in July, 1949 as one of radio's soundest commercial shows, dean of Saturday programs. Sponsored by Campbell Soup Company, "My Favorite Husband" is the lead-off show of the KMBC-KFRM Team, the ten-minute segment of all the late news, The Team's hour of entertainment and information—"the Dinner-Bell Roundup."

Newscaster John Farmer is an experienced editor and graduate of college journalism. A top-notch trained journalist, he has been a member of the KMBC news staff for over ten years. In fact, printer's ink has been in his blood since he worked as a printer's devil on the Camerone, Missouri Sun. His experiences as both reporter and advertising salesman on his father's newspaper gave him a splendid background for handling salesmanship assignments for radio advertisers.

Other sponsors of Farmer's newscasts include: Armour's Dairies and Peter Paul, Incorporated.

CBS Stars Receive Top Radio Honors

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


"Western Echoes," which appears on KMBC from 3:30 to 4:45 p.m., is one of the finest of the nighttime programs to hear over KMBC. The program is a steady favorite with listeners both old and new. It has been heard continuously for over ten years, and in all this time has never missed a broadcast.

The Drackett Company, makers of Friskies, is sponsoring one-minute announcements Monday through Friday, featuring a new premium each day.

Bob Crosby Back on Campbell Soup Club 15

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

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

The program, which originates from Hollywood, is heard on KMBC every Monday, Tuesday, Thursday, and Friday through March 10. In addition to Bob Crosby, the popular show stars the Andrews Sisters, with Bruton Kitson, the Modernaires and Jerry Gray and his orchestra. Del Sharbutt is the announcer.

**"STRENGTHEN THE ARM OF LIBERTY."
**

That's this year's Club Scout motto. This banner slogan is emblazoned on new Boy Scout uniforms, made for the Boy Scouts of America by the W. Miller Company of Chicago. The bright insignia is a natural for Lucille Ball, one of the screen's top comedienne. Husband George is fifth vice-president of the local bank and "Liz" is forever getting him into uproarious predicaments as she "guides" him along the path of progress.

**MOLEN ADDRESSES CADETS**

Sam Molen, KMBC-KFRM Sports Director, makes frequent appearances before organizations and civic groups as a "Master of Ceremonies." In this, his newest venture, he is making frequent appearances in behalf of Resistables, a new antihistamine for colds, in presenting a series of one-minute announcements on KMBC to introduce the product to the Kansas City area.

Resistables is a clinic-proven antihistaminin, backed by Brantol-Myers and being sold nationwide to druggists' customers through the transcribed announcements—as well as in newspapers.

With this heavy introductory campaign, plus cooperative point-of-sale display, Brantol-Myers has placed an excellent deal on the market. Resistables' exclusive packaging feature on the new Vacuum-Pack, Arm and Hammer's exclusive packaging feature on the new Vacuum-Pack, Arm and Hammer shown that CBS not only had most of the popular programs but also the highest average audience in radio today.

**"LUGG"**

J. Carolan Nash stars as Luigi Boccio, wantful Italian, and Mary Ship as his kindly schoolteacher Miss Lusingh, in "Life With Luigi," sponsored by Wm. Wright, Jr., Company and heard on KMBC-TF starting at 8 p.m.

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KRFM to Broadcast Major League Baseball Games Each Afternoon

Arrangements were completed Monday for KRFM to handle the Broadcasting System for play-by-play descriptions of major league baseball games each afternoon.

Exhibition games begun on March 1 were joined by those from the Florida training camps as appeared over the KRFM studio until the major league regular season on April 18.

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

KRFM will begin the reception of these baseball broadcasts early next week after the Kansas City area games.

The station's listeners were asked on four different occasions to write to the station expressing their appreciation and enthusiasm for this baseball feature.

Top Laurels to CBS

Programs and Stars

Radio listeners throughout the entire country will be familiar with theKRFM favorite shows and personalities in the impressive array of headline personalities heard regularly on KRFM. The largest number of radio listeners in the country are tuned in to the red-headed champ, Arthur: Godfrey, who is on KMB on Monday through Friday from 8:00 to 9:00 a.m.; 10:00 to 10:00 a.m.; and 11:30 to 12:30 p.m.

Another five-a-week "Arthur Godfrey Time" was voted both favorite and popular by listeners in the Kansas City area.

Other KRFM shows and personalities cited were: Grocho and Gabby, "Your Hit or Miss" (8 p.m. Monday) favorite quiz show; Dulux "Meet My Friend" program (8 p.m.) favorite mystery program; Art Linkletter of "House Party" (2:30 p.m. Monday through Friday) favorite master of ceremonies; Eve Arden and Miss Brooks (8:00 p.m. Monday through Friday) favorite newsmaker commentator.

KMB will broadcast Derby & Preakness

KMB again this year will present the exclusive broadcast, in the Kansas City area, of the 70th running of the famous Kentucky Derby.

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

Clem McCarthy, celebrated Der­by announcer, will describe the annual "Run for the Roses."

The Preakness Stakes, second to the Derby in America's "horse races," will be a KMB exclusive on May 20. McCarthy will handle the mike in this great horse race and will be heard at 3:00 p.m., Kansas City time.

The Derby is not quite as old as the famed Kentucky Derby, having its first running in 1875.

Our Miss Brooks" head at New Time

"Our Miss Brooks," the hilarious comedy starring Eve Arden in the title role, will be a KMB exclusive; beginning with Nancy Good, "Happy Kitchen Participant" to be heard on KMB Mondays through Fridays at 3:45 p.m.

Playing the title role of "Miss Brooks," is Kay Campbell, a former model and veteran radio performer with 15 years' network experience.

Miss Campbell has appeared in "Lora Lewton" and "Loretta Lynne" and is a regular cast member of "Ma Perkins." She has made movie shorts for both RKO and Pathé.

The part of "Henry Foster," "Miss Brooks'" father, is played by Parley Palmer, one of the most versatile supporting actors in radio today. Such listeners long enjoy him as "Fitz Moody" of Alan's Alley. Supporting roles are all played by veteran radio actors—Donald Briggs as "Don Randolph," "Ken Lynch as "Dr. Bill Nelson," and Gordon McLeod as "Young Omie Dodd- gett."
Stag "Square Dance Time" Features KMBC Stars on Friday Night Musical

A sparkling new program, "Square Dance Time," was recently launched by KMBC, made its debut late in March. The half-hour show features the singing and dancing talents of well-known western stars and is heard on KFKU from 8:00 to 8:15 p.m. Versatile David An- derew, singing comedian, is emcee. Among the stars on the new west are the popular acts of Sunny Daye, Harry Jenks, Chuck Calcium, and Rex Allen, rising young western singing star.

Charles Ayey said: "There's never a dull moment" is a phrase particularly applicable to the business and private life of "Chuck" Ayey.

The continuity Director of the KMBC-KFRM Team is in charge of the show. He is responsible for a staff of seven outside the offices, and he organizes in such various organizations as the Junior Chamber of Commerce, Sigma Nu alumni, Christian Science church, and continues his recreational hobbies—football, golf, and singing.

In 1939, at the tender age of one year, young Charles Avey moved from his home town of Chillicothe, to Kansas City. During grade school days he earned his first dollar by selling eggs door to door. Soon he added magazines, reasoning that a double chance at a sale was better than one.

Chuck was interested in scouting, and progressed to the rank of Eagle Scout while at Central High. During his school years he was in two well-known local clubs—the "Memories Boys Choir," directed by Mabel Glenn, and "Heart of America Boys Choir."

Although Chuck claims that he sings simply for his own amusement, last year he wrote the lyrics for the official song of the Saddle and Sirloin Club and recorded it. KMBC Musical Director Hal Flax composed the music and put the combination together. Chuck was taught to chimeen by member and KMBC Managing Director Karl Koerper.

When at K. C. Junior College, he majored in general engineering. Few miles away to Lowell Fred, Kansas for his junior and senior years, and specialized as an electrical engineer. At K. C. U. he placed first in his senior class in the engineering sections, and has remained active in the organization's alumni af

As president of the K. U. chapter of the American Institute of Electrical Engineers, he adds to his fraternity, plus his academic work. Chuck Calcium is an engaging personality, and his natural buoyancy excites. And it was at K. C. U. that he demonstrated his first radio training. He started daily work in announcing at the university radio station, KFRU.

Works in New York State Graduate in 1940 with a B.S. in engineering, he went immediately to work for the Aluminum Company of America with their reduction division at Niagara Falls, New York. He sang on station WJIL, Niagara Falls, during the war, then was interrupted by Uncle in June of 1944.

Completing basic, at Buckley Field, Denver, he was sent a few miles away to Lowrey Field to the power-operated gun turret school, and at the end of the course was to end his military training. At the last minute, Chuck was pulled out to become an instructor in the electricity and radio department at the power station. He was responsible for a regularly scheduled half-hour radio show, "Skyway Fever," over the Greensboro station. Movie star Donald O'Connor was the first guest on the show. The second later was Larrie McBee.

Training in organization and delegation of responsibility to a staff of seven proved to be very valuable experience in helping up a busy continuity department in civilian life. Chuck found himself discharged from the Army in June, 1946.

Activity proves that it was a case of too much contact with radio--or rather, too little, for he joined KMBC in August of the same year.

Chuck started at the station as an announcing student in March, then was promoted to continuity director. He continued his radio and public work and traffic staff. He's responsible for both the commercial and sustaining copy, copy editing, word count, copyright clearances, commercial and sustaining copy auditioning and timing, and has supervisory charge of all continuity department operations.

The daily continuity books are his province, a detailed operation requiring the utmost in accuracy. Then there's the matter of accuracy and policy; copy is edited in accordance with the rules and regulations of the NAR, FY, PTC, and local KMBC policy.

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

Hamm's Sponsor Molen "Parade of Sports"

"Parade of Sports," the dynamic 9:45 p.m. sports series on KMBC, presented by the nation's leading sports magazines, is the hit of the Electrical Show in the Municipal Auditorium last week. Tho, Hamm-Brewing Company's new 9:45 p.m. sportscast Monday through Saturday. The Hamm's Beer promotion continues.

Hamm's Sponsor Molen -- for their most popular products, "Brush Creek Pillar" and "Brush Creek Bottle." For complete details, contact:

KMBR.

Manniver Corporation -- for their most products, "Brush Creek Pillar" and "Brush Creek Bottle." For complete details, contact:

KMBR.
"Horace Heid Show" On Air Force Tour

After seven months of touring the country in a series of one-night stands, the troupe of the "Horace Heid Show," popular KBMC Sunday night feature, is off on a flying trip to Europe. The trip consists of a three-week tour of Army bases in occupied Germany, with 24 trips to Vienna, Paris, and London, to entertain our troops there. The Heid tour, for the benefit of overseas troops morale, is sponsored by the U. S. Air Forces.

The Heid group of 44 band members, dancers and actors will travel in two Skymasters, while aboard Heid will continue to seek out the best of young musical talent, this time among overseas military personnel. Each week, one group of contestents will compete against a new group of contestants the following week until he is defeated. The winner overseas will be granted special leave to return with the show and compete against civilian musical groups. The tour lasts from April 28 to May 10. It ends officially May 14, with the "Horace Heid Show" originating at Fort Myer's, near Washington, D. C.

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

"Better Farming" on Ideal Service Feature

The Thompson-Hayward Chinchilla Farm Company, in behalf of their agricultural chemicals and farm supplies, is presenting Ken Parsons' popular morning program, "Better Farming," over the KBMC-KFRM team at 4:30 a.m., Monday through Saturday. The informative five-minute program is concerned with a discussion of new things in agriculture, such as

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

Ken Parsons' remote broadcasts direct from the KBMC-KFRM Bauxite Farms near Stuttgart, Kansas, the "Better Farming" program is in the hands of a skilled agriculturist. As assistant director of the Farm, Parsons assists Wayne M. Tidwell in the agricultural experiments for the benefit of midwestern farmers. From these tests, he is able to make practical findings on the proper use and effectiveness of insecticides and herbicides, advanced farming techniques, and pertinent information of diverse subjects of interest to farmers.

Finding new uses for DDT and 2,4-D, figuring out the proper combinations of graminoids to provide better pasture for livestock, or testing new types of alfalfa to determine plant nutrient deficiencies which can be remedied by proper use of fertilizers . . . they all add up to more money in the farmer's pocket and less ache in his back. They're all in the day's work for Ken Parsons . . . an interesting day's work, too.

NO SUMMER CHANGE in KBMC BROADCAST TIMES

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

When the change is made, stations remaining on Standard Time would ordinarily hear the network program one hour earlier if the system of tape-recording were not employed on the Chicago-Chicago program. The stations that remain on Standard Time with a one-hour delay service will again employ the method of tape-recording the program in Chicago and replaying it from there were not employed on the Chicago.
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**A New Singing Cowboy Star**

Rex Allen, star of the new Phillips Petroleum Company program—the "Rex Allen Show," heard every Sunday from 9 to 9:30 p.m., has exchanged a few quips with David Andrews on "Square Dance Time," heard Monday through Friday from 11:45 a.m. to 12 midnight on KMBC. Allen, who was the first guest star, will be the program's star and succeeding broadcast dates will be announced.

**Emery-Bird-Thayer's Reneews Bill Griffith**

Emery-Bird-Thayer's, sponsor of Bill Griffith's 7:30 a.m. newsmen over KMBC, has reconsidered its contract—confirming proof that KMBC newsmen bring results.

**Evans Orchard Supply**

Sponsors Phil Evans

The Evans Orchard Supply Company is interested in the progress of the local farm market and sprayers in presenting Phil Evans' "Grain and Produce Markets," long-time farmers' favorite heard Monday through Friday on The KMBC-KFPM Team at 12:50 p.m.

**Jack Benny Includes**

K. C. on Current Tour

Jack Benny, who was recently presented in the "Rex Allen Show," has released his contract, convincing KMBC of his "Grain and Produce Markets," direct from the KMBC-KFPM Sales Service Farms, of which he is director. Phil knows the Kansas City market, they provide vital information to farmers in the KMBC-KFPM area.

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KMBC-KFRM's Baseball Broadcasts
Well Received in Trade Area

Since the start of the major league baseball season on April 18, the Kansas City area has been hearing play-by-play descriptions of big league games each afternoon on KMBC and KFRM. Some listeners, who describe the coverage as "a little slice of heaven," have been sending in hundreds of letters expressing appreciation of the broadcasts, which are heard daily in the Kansas City, Kansas, and Independence areas.

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

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

Betts expression of the reception of the broadcasts has come from listeners throughout the Kansas City area. Among the letters received are:

"I run a local filling station and enjoy the KFRM baseball broadcast. What funetter we really well sums up the popularity of KMBC's pre-

Market Change

Of all the market changes of the last several weeks, the most notable has been the changing of the primary casts, Arthur B. Church, president of KMBC and KFRM, stated. It is evident that the Kansas City area has decided on which primary casts it will continue to listen to this summer.

Some of the changes have been surprising: for example, the "Happy Kitchen," which had been in the Thursday segment for several years, has been moved to Sunday at 12:30 p.m. The "Happy Kitchen" is now the marketcast on "The Happy Kitchen" as Kansas City Livestock Exchange Bureau.

Summer Revisions

For KMBC-KFRM

In radio, the arrival of summer is always accompanied by countless shifts in the scheduling of programs. KMBC's summer pro-

Bob Riley

The marketcast is an important part of the market's schedule. The program's success is based on the fact that its format is well received by the audience.

The "Magic Book" program is sponsored by the Kansas City Livestock Market, and the "Happy Kitchen" is sponsored by the Kansas City Market Bureau.

Geo. A. Hine & Company, in behalf of the Kansas City Livestock Market, is participating in KMBC-KFRM's "Happy Kitchen" program, which is heard daily at 11 a.m., with Mr. and Mrs. New Evans Show For Livestock Interests

Phil Evans, in behalf of the Kansas City Livestock Market, will present the "This Livestock Business" program, in behalf of the KMBC-KFRM Service Farms, of which he is chairman.

On Saturdays at 11:30 a.m. Evans reviews the week's events in the livestock field, discusses market trends and prices as they affect the local market.

Evans also raises and sells in the KMBC-KFRM trade area, and even "sticks his nose out" to make a presentation on immediate future possibilities and prices in the market.

At the Service Farms, where he originated three daily pro-

KMBC-KFRM Gives Coverage to Kansas City Centennial Events

June has been a month of celebra-

April 18, 1950

Some of the interesting topics presented in the KFRM program were: "Thrills of a Century," brought to KMBC audiences some of the highlights of major league baseball from coast to coast. A fast-moving dramatiza-

The 14th American Exhibition of Educational Radio Programs, conducted by Ohio State Univer-

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Another new sponsor of Bob Riley's marketcast is the Kansas City Livestock Market, which is in charge of the Kansas City Livestock Exchange Bureau.

Radio Showman

The Kansas City Livestock Market, under the leadership of Frank Cambria, has been presenting the "This Livestock Business" program for several years. The program is heard daily at 11 a.m., with Mr. and Mrs. New Evans, and it is sponsored by the KMBC-KFRM Service Farms, of which Mr. Evans is chairman.

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**Myths and Summer Advertising**

It's a myth that summer advertising is less efficient. People continue to go to the theater and the movies, and for their radio and record buying. The advertisements are not libraries of simple, large, large, per dollar in summer than they average for the year. So, Radio Advertising Bureau published its latest study of radio consumption, looking for the Chirch Group of New York and Boston, writing in the May 20 issue of Sales Management magazine.

Edsall states that telephones and automobiles fall down worse in summer than at other times because it is exactly then that there is a tremendous increase in the number of summer homes and camps; in hotel rooms and motels; in automobiles; in portable radios.

By the study of the Psychological Corporation shows that from July 1 to Labor Day, only 6.8% of the nation is on vacation at any one time, and only 1.4% of the nation are in a motor vehicle.

Conventional reports show advertising up in the summer. But it is probably just about as high as in winter, when all its extra radios used in the market.

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

**Faith Features Fine Sunday Night Music**

"The Peace That Refreshes on the Air" has returned to KMBC as the summer replacement for "The Edgar Bergen-China McColl Show," Saturday nights. A distinguished musical conductor and violinist, George Wahr, recently appointed musical director of Popular Records for Columbia Records, Inc., leads a 46-piece ensemble.

Faith has become enormously popular music. It features the audiences through his distinctive musical style, featuring rich appearing and unusual treatment of popular music.

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

The Peace That Refreshes on the Air—that mellows half-hour of music that makes you feel like listening to a comforting, breathing, heart-warming song, is heard over KMBC at 7:00 p.m. every Sunday, in between of Coast of Gulf.

**Radio's "Brain Game" Has Returned to KMBC**

"Hit the Jackpot" has returned to KMBC as the intermission replacement for "Amos 'n Andy," under the sponsorship of Lever Brothers Company. Again Bill Cullen is serving as quiz master on this 30-minute show, which gives both studio participants and at-home listeners a chance at the jackpot prize of thousands of dollars worth of fabulous merchandise.

Here's the format: on every broadcast two studio contestants are chosen—one a challenger, the other a contestant. They vie with each other for four right answers and the one who gets a chance to solve the "secret ten," when the other contestant pays the penalty of losing ten points. And every time a studio contestant guesses the "secret ten," a lucky listener whose name he has been chosen also gets called for the interview.

It doesn't matter where you are—you may play any time you can. The only requirement is that you are listening to the program and are able to name the "secret ten" and the "charts and prize," which includes pricier, articles and clipping on show people with whom you have worked in days gone by, reads like a radio and stage Who's Who. Such personalities are found there as the late Faith Waller, the Mills Brothers, Ray, and the Mill Brothers, from whom is derived the natural "radio contest is over."
Special Summer Series Presented by Wrigley

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

The programs involved are "Broadway's By Nite," "The Adventures of Philip Martin," "Yours Truly, Johnny Dollar," "Pursuit," "Romance" and "Cloud Nine." The first three shows originate in Hollywood. Both "Pursuit" and "Romance" are scheduled for the air after short shorelines "Cloud Nine," a popular feature on CBS Chicago station, will make its bow over KMBC.

The program will be heard Mondays at 7:30 p.m., "Adventures," on Wednesdays at 9 p.m., "Yours Truly, Johnny Dollar" on Thursdays at 9 a.m., and the new "Cloud Nine," on Fridays at 7 p.m.

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

Thurston Renews "Your Farm and Ours"

The well-known weekly farm program, "Your Farm and Ours," heard Monday through Saturday over The KMBC-KFPR Team at 6:30 a.m., with Ken Parsons, has been renewed by the Thurston Chemical Company in behalf of the Colgate-Palmolive-Peet Co.

The five-minute feature is presented, as are all farm features, directly from the KMBC-KFPR Service Farm.

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

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

New Method Devised For Track Coverage

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

Contradicted by the element of time, Molen decided to use a tape-recorder to describe events as they happened throughout the afternoon.

At 3:30 p.m. on the live air from the University of Nebraska Memorial Stadium at 3:15 p.m., and broadcast until 6 p.m.

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

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

"Brush Creek Follies" Draw Summer Crowds

The KMBC KFPR Team's "Brush Creek Follies," the Kansas City area's most popular Saturday night barn-dance stage-radio feature, continues to draw the crowds and rate high in the favor of sponsoring firms. The latest addition to the "Follies" list of sponsors is the Cook Chemical Company, makers of Cook-Kill bug killer. The company has the 9-10 a.m. quarter hour on KMBC.

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

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

UNUSUAL MYSTERYSHOW REPLACES "NORTH FAMILY"

"Satan's Waitin'," another psychological mystery drama series, is the summer replacement for "Mr. and Mrs. North," heard over KMBC Tuesdays from 7:30 to 8 p.m. The outer voice of an otherwise unidentified Prince of Darkness motivates the action of each play. A changing cast of each play. A changing cast of each play is in full swing, and the crowds always have a fine show to see and hear in the air-conditioned Memorial Hall.

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Steve Allen Show: A Real Summer Funfest

A five-star premiere helped the Steve Allen Show put under way June 9 on KMBC. Jack Benny, Red Skelton, Groucho Marx, Edgar Bergen and Charlie McCarthy were on hand to welcome radio's exciting new comedian, Steve Allen. Allen, a personable, fast-talking young comedian, was an outstanding hit in Columbia Picture Network. Allen roamed through the studio audience; interviews likely perennial acts in comedy sketches; improvised at the piano; surprised his own Mother by singing star Ilene Woods, the Ivan Ditmar Trio and show-business legend, Arthur Godfrey.

CANDID MICROPHONE AN INNOVATION FOR SUMMER

Allen Funt, who gave to broad- casting the invention and noble art of catching people in the act of doing something funny, is renewing his thirteen-week "Candid Microphone" radio series Tuesdays from 9 to 10 p.m. over KMBC for Philip Morris cigarettes. The "Candid Microphone" series made by the "total personality" approach has a major participation in the Happy Kitchen, "Aunt Jenny" Cited for Problem Dramas

"Aunt Jenny," now in its fourth tenth year on the air, has recently received citations for the potent educational influence in its weekly presentations of documentaries on the subjects of problem drinkers, polio, cancer, and the "baby for sale" adoption racket. A semi-documentary drama, "Baby for Sale," concerning a young couple's innocent patronage of a black market adoption service and their subsequent inability to obtain proper adoption papers, was recently told on the "Aunt Jenny" show.

The authors dramatized the story after careful research into the practiced employment of illegitimate placement bureaus and individuals. This is but one of the many "Aunt Jenny" problems of everyday life, which are so vividly portrayed on the show. The entire nation over 162 stations heard the series. The program is heard Monday through Friday at 11:15 a.m. is sponsored by Lever Brothers Company for Spyr.

Nutrella Extends Weather News Over KMBC-KFRM

"Aunt Jenny," now in its fourth year, on the air, has a major participation in the Happy Kitchen, pre- viously set and told in stories ranging from five to ten episodes. This is but one of the many "Aunt Jenny" problems of everyday life, which are so vividly portrayed on the show. The entire nation over 162 stations heard the series. The program is heard Monday through Friday at 11:15 a.m. is sponsored by Lever Brothers Company for Spyr.

Hilltop House Enters Third Year on KMBC

"Hilltop House," the tender story of a young orphanage supervisor who devotes her life to creating a sympathetic home for orphaned children, has en- tered the third year of its current series of five-week dramati- cations over KMBC. The program is heard at 2:15 p.m. for Abilene children. Jan Ninne slams as Julie Eick- korn, the understanding supervisor whose specialized training and sympathy make her a new dis- covery frequently draw criticism from the orphanage board. Lill Davis, Eugene County, plays Hannah, the Hung- ringhouse kook, and from Kansas City, the unknown child utter portrays the children.

National Biscuit Company Sponsors 12:35 p.m. News

The National Biscuit Company, in behalf of their Homey Graham crackers, is presenting the 12:35 p.m. News with John Farmer on The KMBC-KFRM Team. The five-minute segment is heard six days a week, Monday through Saturday. Farmer's 12 noon broadcast, heard Monday, Wednesday, and Friday for Duff and Heaps, landing Kansas City furniture and household appliance firm, has been renewed. (See picture page 2.)

KMBC News-Sports-Operation a Model

The KMBC-KFRM Team news and sports departments again have received top recognition. It comes from Prof. Bashek Mosse of the radio department of North- western's Medill School of Jour- nalism.

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

In the last fifteen years, the KMBC-KFRM news department has been under the direction of Bob Smith, former managing ed- itor of a Kansas City newspaper. The KMBC-KFRM sports depart- ment is supervised by Sam Molen, thrilling story of Kansas City Sporting News as the midwest's top commentary.

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

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

American Dairies Renew Sunday News

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

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

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

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

Started in Sports

Mr. Higgins first joined WTCN in 1931, as Sports Director. During his ten years in that post, he covered all of the major sporting events in the area. In 1938, Mr. Higgins did the play-by-play of the World Series for the Blue Network, and in that same year the Storz Brewing Company, at one time served as president of the American Rocky Association, and Mr. Higgins served for two years on the CBS Affiliates Advisory Board.

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

Honor To CBS

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

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

KMBG broadcasts the Philharmonic 12:00 p.m., Sundays, Edward R. Murrow is heard on KMBC Monday thru Friday at 6:45 p.m.

Gaining Favor

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

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

New Business

Standard Brands, Inc., in behalf of Fleischmann Yeast, participates in the Happy Kitchen with Nancy Good, on Monday, Tuesday, Wednesday and Friday at 8:46 a.m.

Famous 1 Hour News Program on KMBG

"Hear It Now," an unprecedented step in news broadcasting, is now bringing KMBC listeners a full hour of "polk�� history" each Friday night at 8:30 p.m.

The famous radio reporter, Edward B. Murrow, serves as narrator in his engaging and dramatic new documentary which blends the actual sights and sounds of people and events in the world today.

KMBG will continue to be the flagship station of the KMBG News Network.

 ATHUR B. CHURCH
President

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Church Named To Advisory Council

Arthur B. Church, president of KMBC and KFRM, has been appointed a member of the 19-man Broadcast Advisory Council. A diyer council formed in November, 1956, to represent the entire broadcasting industry in the interests of national defense.

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

First meeting of the new council will be held in Washington, D.C., in mid-December, and Mr. Church reported that in a whirlwind two-day tour of the country he interviewed the highest military and civil government leaders.

The council visited with President Truman, and at that time was assured that radio and television stations will not be denied to the government's emergency powers. President Truman lauded the cooperation of the industry for its voluntary cooperation during World War II, and expressed appreciation to the council for its quick manner in which broadcasters have rallied to face the new emergency.

Similar conferences were held with Secretary of State Dean Acheson, Secretary of Defense George C. Marshall, top intelligence representatives of the U.S. Army, Navy and Air Forces, Commerce Secretary Charles Sawyer, and National Production Authority Administrator William H. Harrison.

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

Weekly Report From Kansas Governor

DAVID ANDREWS, whose famous name is "Go West, Young Man" is of special significance to David Andrews, for his success in the entertainment and emcees.

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

David recalls that his first job after high school was with Postel Telegraph Company, but soon tired of his work, and the time young fellows in their teens, he learned to see the big picture.

David joined the C.C.C., during the 30's, and received quite a bit of education. However, when he took the papers home to his folks, he was not won, and was shipped to Boise, Idaho, a small town near a national forest.

After serving his "bitch" in the C.C.C., he returned to New York, and not long afterward landed a job with Plant-Forbes Advertising Agency. For the next year and a half David made rapid strides in the popular show biz end of the business.

David was just about ready to move into the agency's radio division, but instead he answered the "Go West, Young Man" call.

The Air Corps, and pilots wings were a wonderful outlet, just before his draft duty, but through a series of circumstances peculiar to the Army, he was placed in an infantry division at Ft. Jackson, South Carolina. David volunteered for the gas-recognition chamber, he ended up in the hospital, and complications led to pneumonia.

A opening in the H.D. Lowe company advertising department in Salina kept Andrews in Kansas. It was there that George took hold to the Horace Greeley advise. He met, married, and married a saloon girl, and in addition, received a dish of radio. But it was in Kansas City, and not on the wave front.

KMBC Carries K. Philharmonic Series

Four special concerts of the Kansas City Philharmonic Orches- tra was being carried on KMBC.

The first program, heard on Tuesday, January 23, from 8:30 until 9:30 p.m., featured the celebrated pianist Rudolf Serkin, guest soloist with the Philharmonic, in one of their regular sub- scription series. The second broadcast is scheduled for Tuesday evening, February 6, when Conductor Hans Schrevergro will lead the orchestra and guest soloist in another of the every- week concerts.

The third and fourth broad- casts of this series will be heard on KMBC on Tuesday night, February 20, and again will begin at 8:30 p.m., beginning at 8:30 p.m. KFRM will carry the Kansas City Philharmonic broadcasts on a delayed basis. First of these broadcasts will be heard on KFRM on Sunday afternoon, February 11, at 12:10 p.m., and the fourth broadcasts will be carried on KFRM on Sunday during March 11.

Donnelly Garment Company—Andrews Company—Andrews specialty manufacturer of women's apparel. "Natty Don" brand, has assumed sponsorship of the first Two of these special Philharmonic programs, and is seen on both KMBC and KFRM.

FEBRUARY, 1951

Employees of The KMBC-KFRM Team are shown here at the Company's holiday breakfast held in theoyer of the new quarters at 232 West 17th street, in mid- December.

In the foreground, with his back to the camera, is Arthur B. Church, president and founder of KMBC and KFRM. Mr. Church explained to the employees the proposed relocations of the new building, traced the objectives and goals to be achieved by 1951, and took the entire group on a personally-conducted tour of all four floors of the new structure.
POLL SHOWS BIG LEAD FOR "TEAM"

142 COUNTIES IN RECENT SURVEY

Jack Benny Voted 'Champion of Champs'

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

In addition, Benny was named best comedian of 1950. Other CBS winners in the Motion Picture Poll:

Root Comedians—Eve Arden, "Our Miss Brooks."
Best Master of Ceremonies—Bing Crosby.
Best Female Ventriloquist—Diedrich Bader.
Best Studio Announcer—Don Wilson. "Jack Benny Program."

"Maugham Theatre" on KMBC for Tintagel

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

In Somerset Maugham, the sponsor, Tintagel, has singled out a name which brings worldwide acclaim for his brilliant novels, plays and short stories. Concentrations on the author’s romantic love stories, Hollywood’s and Broadway’s outstanding stars appear in these dramatizations of Maugham’s famous stories, adapted by radio’s leading writers.

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

The radio series is directed by Mitchell Grayson.

Burke Broadcasts Income Tax Series

Jim Burke’s current series on "FYI-For Your Information" (KMBC, every Tuesday at 8:30 p.m.), is attracting a lot of attention—and for good reason, too. Jim is devoting the time on the broadcast to the important item of income tax. The KMBC Director of Special Features has as his collaborator M. J. Buder, Chief of the Western Missouri Division of the Income Tax Bureau.

As leader of the discussion, Burke pours out to Mr. Buder problems outlined in letters from listeners. The tax expert says that most of the inquiries fall into several general categories so that the answers he gives frequently solve problems for many people.

Jim Burke is inviting all listeners to send him their questions. He will conduct the series with Mr. Buder right up to the last day of the filing of income tax returns, with a special show on Thursday, March 15.

KMB-CFRM Show

Gain in All Categories

KMB and CFRM personalities and farm service programs increased their leadership in Kansas City’s Primary Trade area during the past year. Results of the Fall, 1950 Independent Recall Survey, conducted by the American Royal Livestock and Horse Show, revealed that The Team extended an already comfortable first-place lead to the most recent survey results.

A total of 2,543 interviews with listeners living on the farm and in smaller towns in 142 counties in The KMB-CFRM Team area, with the KFRM Family of stations, showed The Team much further ahead this year, with twice the same type survey conducted at the same event in 1950.

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

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

Farm Men Rate

Fell Evans, Bob Riley and Ken Parsons each received considerably more mentions than the second highest station, and their mentions totaled would be six times greater than the second place station, on the question “Radio Farm Editors and Market Analysts Listen Regularly.”

Markets Popular

On the question “Stations_listened to for Market Reports,” The Team of KMB and CFRM received three times more mentions than the next Kansas City station.

Other Farm Shows

KMB-CFRM received three times more mentions than the nearest station on the question “Stations Listened to For Other Farm Programs.”

The survey showed that 58 per cent more people listened to The Team in first place in answering the question “Stations Listened to For Women’s Programs.”

The Team maintained a two to one lead on the question “Stations Listened to For Non-Programs.”

The Fall survey of 142 counties showed The Team much further ahead of its competitors in Kansas City and throughout the farm areas from the Fall, 1950 Independent Recall Survey, conducted at the Royal Livestock & Horse Show.

Photographed in action at one of her weekly cooking demonstrations at the Power & Light company test kitchens, is Nancy Goode, who conducts the Happy Kitchen programs heard at 8:45 Monday through Friday.

KITCHEN DEMONSTRATIONS

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Sunday Schedule on KMBC Realigned

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

At 12 noon John Farmer presents the News, and immediately following, at 12:15, KMBC carries the New York Philharmonic Orchestra Sunday concert which runs until 1:30 p.m.

Kansas City Report, presented by KMBC in cooperation with the Chamber of Commerce of Kansas City, and featuring Special Events director Jim Burke in interviews of special interest, will be heard at 1:30 p.m. At 1:45 p.m., KMBC will present "Of Health and Happiness," presented by the Kansas City Journal-Post.

All Sunday News

FEBRUARY, 1951

Butternut Coffee News on Sunday is a personal feature, sponsored by Longenbaugh-Wittmaner and featuring Merlin Piastro will be heard.

Invitation to Lenovo will continue daily during the week, sponsored by the Butternut Coffee News on Sunday with John Farmer at 2:25.

"Brush Creek" Soon Open To Public

Brush Creek Follias, the Missouri-based radio's famed private eye, is now turning criminal inside-out at 1:00 each Sunday afternoon on KMBC. The fast-moving, hard-hitting adventure series, sponsored by Purina’s Staley Milling Company, makes a mighty line music for KMBC and the audience in the new location.

"Hearts Wild, Private Detective," is currently in its second month, and as a result the slogan "To Keep In Touch With The Times, Keep Tuned to KMBC-KFRM" has taken on additional importance.

All Sunday News

For Butternut Coffee

Butternut Coffee has taken over sponsorship of all of the Sunday Newscasts on KMBC-KFRM, with John Farmer. The schedule of the hour and a half-long program includes the following.

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

The KMBC-KFRM Team

7:15 a.m. Monday, Friday
10:00 a.m. Tuesday
12:00 Noon Saturday
5:25 p.m. Sunday

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

Phil Evans Adds New Farm Show

Phil Evans, director of the KMBC-KFRM Service Farm, adds another program to the already busy schedule with the inauguration of "Farm Facts" at 6:45 a.m., each Saturday, beginning January 27.

The format of the program includes thought-provoking discussions by Farm Facts experts, and industry leaders, and other prominent personalites.

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

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All Sunday News

For Butternut Coffee

Butternut Coffee has taken over sponsorship of all of the Sunday Newscasts on KMBC-KFRM, with John Farmer. The schedule of the hour and a half-long program includes the following.

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

The KMBC-KFRM Team

7:15 a.m. Monday, Friday
10:00 a.m. Tuesday
12:00 Noon Saturday
5:25 p.m. Sunday

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

Phil Evans Adds New Farm Show

Phil Evans, director of the KMBC-KFRM Service Farm, adds another program to the already busy schedule with the inauguration of "Farm Facts" at 6:45 a.m., each Saturday, beginning January 27.

The format of the program includes thought-provoking discussions by Farm Facts experts, and industry leaders, and other prominent personalites.

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

Sunday Schedule on KMBC Realigned

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

At 12 noon John Farmer presents the News, and immediately following, at 12:15, KMBC carries the New York Philharmonic Orchestra Sunday concert which runs until 1:30 p.m.

Kansas City Report, presented by KMBC in cooperation with the Chamber of Commerce of Kansas City, and featuring Special Events director Jim Burke in interviews of special interest, will be heard at 1:30 p.m. At 1:45 p.m., KMBC will present "Of Health and Happiness," presented by the Kansas City Journal-Post.

All Sunday News

FEBRUARY, 1951

Butternut Coffee News on Sunday is a personal feature, sponsored by Longenbaugh-Wittmaner and featuring Merlin Piastro will be heard.

Invitation to Lenovo will continue daily during the week, sponsored by the Butternut Coffee News on Sunday with John Farmer at 2:25.

"Brush Creek" Soon Open To Public

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Dr. Clarence R. Smith, president of the University of Kansas City, serves as moderator of this half-hour public service feature, and through his skillful interroigation of the panel, creates lively discussion of the subject under consideration.
Survey after survey has established that The KMBC-KFRM News Department is conscious of its responsibility to the radio listener, and is fulfilling that responsibility by presenting 65 news broadcasts on KMBC and 59 news broadcasts on KFRM each week. Broken down, that means KMBC originates 10 news programs each weekday and 6 on Sunday, while KFRM presents 9 news programs each weekday and 5 on Sunday.

**KMBC in 1947**

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

**The KMBC-KFRM News Department**

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

**United Press Adjacent**

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

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

**Great Responsibility**

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Here it is April — the long-awaited days at our new home have arrived, and we're busier than ever, fun of getting acquainted with the new building. A building with so many nooks and crannies, it's gaiting fame as the Kansas City Pentagons.

Passed with the prospect of much work and much fun out on an expiring expedition. Hear­ing a musical mazurka in Full swing was a delight. We've found none other than the rhythm-gun, David And­rues, the Tune Chasers, Harry Jenks—all having a bang up time putting their first broadcast together from the new studios.

EAGER TO CONTINUE our tour, we headed into the great unknown, and they like everything we bump into but that Man-about-The-T. R. transcripts, Dr. Halley, look­ing up to his morning cup of coffee. Seemed like such a good idea that we too, accompanied him to the coffee store. (We're awaiting our own new coffee table.) We found all of us in came in while we were there and pulled up a chair. We were certainly impressed by Dr. Halley's phil­osophy of life and his fine atti­tude toward his work.

THEN, back to the building and to the ritual of punching the time clocks. Here are we, as who claims it "The Fishbowl". Program Director Cupp was a per­fect one for our introduction or how he timed in for the first time in his career.

UP A FLIGHT of stairs and around the corner and right be­fore us was a door marked Happy Kitchen. We knock on the door, finally to the cookie jar, but it was empty since major demo-es New office arrangements. So, we followed our ears down the hall where a typewriter was clacking and such, who was Caroline Ellis, Right here's where we'll like to take the biggest, most beautiful orchid in the world to Caroline for the Fan feature, to sit next to Caroline in Maloney at Dorothy's luncheon last month. Caroline put all of our best wishes into the nicest ex-temp speech we've heard in a long time.

THE KMB-CFRM TEAM

JOHN GORDON . . . as they worked out their first appearance since leaving Kansas City in the spring, we found none other than the rhythm-gun, David Andrews, the Tune Chasers, Harry Jenks—all having a bang up time putting their first broadcast together from the new studios.

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THE KMB-CFRM TEAM

PETER SERMA COMPANY — for Sermin, Veterinary preparation for farm animals, renew Grain & Produce markets, with Phil Brand, Tuesday, Thursday and Saturday, 12:30 to 12:05 p.m.

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

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

Glendora Laboratories, a spot announcement schedule for Bromo­Quinine.

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

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

KFRM

Lincoln-Mercury Dealers Ass'n., a spot announcement schedule for Lincoln-Mercury automobiles.

KMB

Brown & Williamson Tobacco Co., a spot announcement schedule for Viceroy cigarettes.

Long-Hall Launderers & Dry Cleaners, a spot announcement service, spot announcement schedule.

O'edar Corporation, in behalf of Dry-Cleas, a spot announcement schedule.

Perry Motor Company, a spot announcement schedule for Ponti­cia cars and trucks.

NuVac Furnace Company, a spot schedule for whirlpool washers, rags, transformers.

Precter & Gamble, a spot announcement schedule for Dr. Precter Brothers, a spot announcement schedule in behalf of Motorola TV receivers.

OLD ORDER CHANGTH

It was a great day for Arthur B. Church, president and founder of KMB-CFRM when the call letter K-M-C was added to the top of the new Twin Towers. Above, the "I" is being raised to its place, completing the largest and superimposed the old "Astor" temple name which will be covered.

FEBRUARY 1951
INSIDE COLUMN
ON THIS MONTHS
Heartbeats

PETE JUDY LYNN, new singing star of CBS "Theatre of Radio" finished a recent studio tour of Europe by re­ceivingsoundproofing, film writing and acting.

PATRICIA WHEEL, frequent star of CBS "Aunt Jemima" series, recently went as the top American girl in radio, television, stage and film, came to the country from her native Czecho­slowakia when she was fifteen, studied with voice coaches and completely overcame her accent in eight years.

PETITE SUSAN DOUGLAS of CBS' "Father Like Son" airs "Garden Gate" program at 18-45 a.m. on Saturday as KMBC, is shown here, center, talking over horticultural problems with peony experts Allen Wild and W. F. Christians.

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

Thurston Renews Your Farm and Ours, one of three daily informative five­minute farm forms features by Ken Parson, on the KMBC-KFRM Team, recently was renewed for another cycle by the Thurston Chemical company.

KMBC-KFRM News
(Continued from Page 1)

First from New Studio
The Rhyneliner Gang, pictured above, had the distinction of presenting the first program from the new studios at 222 West 11th street, on the morning of February 21. Shown here, left to right, are Hal Joyce, Henry Jenks, Charles Pryor, David Andrews, Joe Manning and Herb Kratoska.

"Kings Row" New Radio Serial Drama
The story that made a great book and movie, Kings Row, is now heard as a new radio serial drama on KMBC. Sponsored by the Colgate-Palmoive-Peet Com­pany, the adventures of the people and town that fascinated America are heard each weekday afternoon at 3:15.
The characters from Missouri­born Henry Bellamann's million­copy novel are portrayed by well­known radio performer Frances Dalleles, as the brilliant young psychiatrist Dr. Parris Mitchell.

Like Father Like Son
Bobby White, 14-year-old sing­ing-actor on CBS "Theatre of Radio," claims his vocal gifts are pure claims his vocal gifts are pure
The increase amounts to 13.7 percent. This is an important fact that helps build up the story of the population jump during the past decades. The growth rate of 17.7 and the continual increase means a similar gain in potential buying power of the area. It is estimated that such a trend is great for KMBC clients. KMBC completely dominates the listen­ing habits in the area both day­time and nighttime.

Like Father Like Son
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**STAFF CHANGES ANNOUNCED**

**Sponsors Renew Farm Features**
Produce, Poultry and Grain Markets, heard at 12:50 p.m., each week-day on The KMBC-KFRM Team, featuring Farm Service Director Phil Evans, has been renewed by the two companies that sponsor the popular farm feature. Evans, the Midwest’s most widely known agricultural authority, broadcasts those up-to-the-minute programs from The KMBC-KFRM Service Farms, near Stanley, Kansas. Because of his wide following, and timely, informative broadcasts, satisfied sponsors continue to renew these programs.

**Rutherford Repeats On Bill Griffith**
The Mid-Morning News, featuring Bill Griffith, aired over The KMBC-KFRM Team at 7:25 a.m., each weekday morning recently was renewed for a year by the Rutherford Food Corporation, for its Hy-Power chili and tamale menus. This important news feature, immediately following Arthur Godfrey on KMBC, and Harvey Zenka on KFRM, reaches a huge well-warmed audience. The Rutherford company has found that this particular news program, featuring Griffith, the most widely known morning newscaster in the area, is an ideal vehicle to sell the housewife about Hy-Power food products.

**Farmer Noon News Renewed By Sponsor**
John Farmer and the 12-o’clock noon Dinnerbell Edition of the News has been renewed by Duff & Rupp Furniture company, for furniture and household goods, on Monday, Wednesday and Friday.

Farmer’s noon newscast, a ten-minute program which starts the Food Goodside, Dinnerbell, Roadside Edition feature named each weekday morning, is one of the highest rated daytime news programs in the mid-west.

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

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

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

**Stuart New Promotion Man; McDermott To Sales**
Harold Storm, veteran promotion and film man, has been appointed Director of Promotion of KMBC and KFRM succeeding John S. McDermott, according to an announcement made by Karl Exner, Vice President and Managing Director of the company.

John McDermott promotion chief since 1948, has taken over new duties as Local Sales representative for The KMBC-KFRM Team, persons with more than 20 years of promotional experience, comes to KMBC-KFRM from Omaha, Nebraska.

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

Television Experience
In 1941 Storm became Promo­
tion Manager of WMAX, Yank­
ton, S. D. He remained at the
cowbas Tawson outlet until 1945, at which time he was transferred by the Cowbas company to Des Moines and KSB and KTD.

He joined the staff of WOW, Omaha in 1945 as Publicity Di­
rector. In 1947 he was responsi­
bible for that station’s Peabody Award-winning series “Operations Big Muddy,” and in 1948 turned out the “Legomographist Radio­
graph” series which picked off four of the nation’s top radio awards.

Storm participated in the entire WOW Television three-year experimental setup and in July of 1949, added the position of Direc­tor of Film Facilities and Procure­
ment.”

In 1944 Storm resigned his posi­
tion with KFAB, Omaha’s 50,000w CB outlet, acting as Director of Publicity and handling special promo­
tion assignments for KBAB General Manager Harry Burke.

McDermott to Sales
In his new position McDermott will report to George J. Higgins, through Friday’s 8:00 a.m. shows of sales for KMBC-KFRM.

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**Windex Schedule**
Windex has taken over three­
days-a-week sponsorship of a part of Caroline Ellis’ “Happy Home” (“KMBC-KFRM Monday through Friday” 6:00 a.m.). It is suggested that dealers check prices immediately in order to meet spring demands for Windex. The Windex announcements are heard Monday, Wed., and Fri.

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Arthur B. Church Celebrates “30 Years & 30 Days”

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

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

Today KMBC, with its team mate KFRM, covers the entire Kansas City trade territory, from Central Missouri to Colorado, and “The Team” programs are the favorites of radio listeners throughout the vast area, by a wide margin. According to March-April Hooperatings for Kansas City, KMBC is the favorite by odds of 3 to 1—quite an honor for Columbia Broadcasting System’s 6th oldest affiliate.

Arthur Church started his career in radio in 1913, as a radio amateur, attending commercial radio trade school classes between Iowa State College to organize a radio class for draft eligibles, and building and selling radios.

In 1918, he enlisted as a “buck private” in the U.S. Signal Corps. After a special duty assignment at Fort Leavenworth, where he outlined a course in radio instruction for non-commissioned officers he was transferred to the Signal Corps Officers Training School, Franklin Cantonment, Camp Meade, Maryland. Caught in the 1918 flu epidemic, he subsequently rejoined the non-com school which, meanwhile, had moved to Franklin Cantonment. There, until his discharge after the war, he had charge of the school’s electrical and radio laboratory.

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

In the fall of 1919, he began operating code station K ZEE. In the winter of 1919-1920, he sold the first factory-built radio telephone transmitter to be used in the Midwest, to Nebraska Wesleyan University at Lincoln, Nebraska. He moved to Kansas City in the spring of 1921.

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

The KMBC-KFRM Team earns some of its million dollar gross through the sale of air time to a new radio station. The KMBC-KFRM Team is currently using 700 square square feet of its new radio studios, with the finest available new equipment, to broadcast from its new radio studios, with the finest available new equipment, in the nation.

Arthur B. Church has been holding a Broadcasting license since 1920. He is currently licensed to broadcast on the 1000-kilowatt powerful station—KDKA, Pittsburgh, was then 500 watts.

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ANNIVERSARIES: A glance at the official archives shows a number of notable anniversaries during the months of May and June. Sam Moore, Tim West, Carole Ellen, David Andrews, Eunice Farley, Harry Nelson, Dorthy Ely, Jim Burns, Pat Taylor and Ed Wesley all claim May as the lucky month they joined The Team.

June is responsible for the arrival of Karl Keppel, Lee Stewart, Jay Dick, Jerry Collins, Pat Powers and Cap's Ray Hodgson.

HONORABLE MENTION: “You're supposed to be dictating some letters IMMEDIATELY! ‘I'm talking to you! You’re supposed to be dictating some letters IMMEDIATELY!’ The beaming group above comprises the feminine half of the KMBC family. Front row, left to right: Marie Griffin, Lora Beth Yergovich, Edith Bireley, and Betty Wood. Middle row, left to right: Ruthanna Thomas, Joann Blackwelder, Catharine Bailey, Janet Wooten, Pat McWilliams. Back row, left to right: Dorothy Dreis, Jim Burke, Paul Taylor and Maxine Roel.

HONORABLE MENTION: “It's an AWFULLY nice feeling to know that in a time of great emergency, most people are ready and willing to extend a helping hand.” Witness the activities of John Farmer, Bill Griffith, Hal Harvey, Henry Wheat and Jack Benton of the news staff, who stayed on duty twenty-four hours a day during the recent flood tragedy . . . and who's reports, in addition to the spot reports from stricken areas, could be broadcast on a 24-hour basis.

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

Roderick B. Cupp is in charge of all KMBC-KFRM program line-up.

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

RAY MOLER: Supervisor of all engineering activities is now the Chief Engineer Ray Moler. Having been with President and General Manager, J. B. Church in operating ventures since 1927, Moler has directed 33 years of radio engineering.

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

Dr. Charles F. Church, Jr., . . . As Director of Education and Research, Dr. Charles F. Church supervises the myriad details of all research and survey work for The KMBC-KFRM Town. Educational programs are carried out under his supervision.

Harold W. Storm: A comparative newcomer to the staff is Harold W. Storm, Director of KMBC's Educational Department. He is the "idea man" back of the hard-hitting publicity and advertising program through the KMBC-KFRM Trade Area.

The TEAM'S BUSY PBX OPERATORS

Heartbeats from the Heart of America

Published with the editorial purpose of furthering the educational and social aims of KMBC-KFRM activities as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the news and the nation in peace as in war.

The KMBC-KFRM Team

Midland Broadcasting Company

Arthur B. Church, President and General Manager

Harold Keene, Vice President and Managing Director

George J. Higgins, Vice President in Charge of Salus

G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department

Harold Storm, Director of Promotion

Nationally Represented By FREE & PARTS, INC.

Chicago (1)

279 East Michigan

Frederick 5-3775

New York (22)

340 Fifth Avenue

Phone: Madison 2-5550

Atlanta (3)

333 Parker Bldg.

Phone: Int. 260-1111

Pittsburgh (28)

404 W. 7th Street

Hollywood 2-2450

Hollywood 9-2151

Fort Worth

3403 Penobscot Bldg.

5515 Hollywood Blvd.

Woodward 4-1225

Hollywood 5-2911

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

KMBC-KFRM

In the capacity of Program Director, Roderick B. Cupp is in charge of all program content and scheduling. He's the man who decides the "what and why" of all shows as the KMBC-KFRM program line-up.
GREAT CREDIT TO ENGINEERS

ENGINEERS and EQUIPMENT VITAL KEY

Play Great Role in Broadcasting

Obviously, one of the most important sections of a radio station is the technical equipment and the engineers who operate it. KMBC-KFRM has the most modern electronic equipment available. Two engineers are thoroughly trained, skilled and without question among the best in the business.

The work of these men not only makes the broadcast facilities, but also makes the most of the entire career in the work and study of radio. Mr. Church, himself, has a background and has been through his engineering knowledge and insistence for the best, that broadcast-wise, KMBC-KFRM has always produced the highest quality transmission which, of course, has always meant the best kind of reception for the listener.

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

KMBC 21 Year Leader
In TV Research

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

As far back as 1932, KMBC entered the field of television research. In that year an experimental laboratory was constructed at Fairview Airport.

In 1933 KMBC began experimental TV programming on Beaver WHEA. Despite the fact that Kansas City was not numbered perhaps about 50. Daily programming was carried on for two years.

Another first in the television field was in 1932 when KMBC was perhaps the first to broadcast a coast to coast daily network AM originating to the West Coast and sponsored by the “Bookman” starring Ted Malone and Howard Ely.

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

ENGINES and EQUIPMENT VITAL KEY

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

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

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

In 1920 the forerunner of KMBC, amateur station 9AXJ, was established. A far cry from today’s 9KO power of 5000 watts, 9AXJ started with 5 watts. In April 1921 9AXJ began its broadcasting experiments. Like Arthur B. Church, many of the early-day ham operators are now at the top in the radio industry. And, like KMBC, was operated entirely by battery. A portion of the 1600-cel/ power supply is shown in (4). Chief Engineer Moler checks the equipment in the KLDS transmitter room, (5) at Independence.

Another active department of The KMBC-KFRM Team is that of Accounting. In an operation of the size of The Team, which includes the Artists Bureau, Arthur B. Church Productions, local, regional and national advertising accounts, as well as the company operating budget, it requires a skilled staff of highly trained personnel. Headed by Comptroller J. Noeland Prans, the department is operated by David Prans, chief accountant, Hazel Hildebrandt and Berdine McMillin.

Maintaining accounts receivable, together with accounts payable, including the compilation and mailing of monthly statements to the network, to the advertising agencies, and to individual advertisers, for all of the programs that are aired on KMBC-KFRM.

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

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

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Many KMBC “Grads” Move On To Fame

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

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

Starting these folks on their way to stardom is just another way to stardom is just another testimonial to the field of radio.

Modern, Efficient New KMBC-KFRM Studios and Latest Equipment Indicate Future of Radio Broadcasting

Kansas City Trade Area Surveys Show Team In Lead

Latest radio surveys for the vast Kansas City Primary Trade Area show The KMBC-KFRM Team listened to far more than any other broadcaster in the area. This trade area, as defined by Dr. Bryant, eminent research analyst, and officially recognized by The Chamber of Commerce of Kansas City Missouri, embraces eastern Missouri, all of Kansas and fringe areas of Nebraska, Colorado and Oklahoma. The Team’s primary signal gives the area excellent reception in practically every part of the area.

The March 1951 Conlan Radio Survey of the KFRM Area again confirms these leadership claims. KFRM leads its nearest competitor in this survey by a margin of 27%!

The Summer-Fall 1951 recall survey, taken last fall at the Missouri and Kansas State Fairs, and at the American Royal Livestock & Horse Show revealed that personalities of The Team, notably Phil Evans, Bob Riley and Kent Parsons, of farm information fame, had a 107% greater audience than the three other leading personalities similarly identified with all other stations in the Fall survey, approximately 3,000 people from 142 Missouri and Kansas counties were interviewed. In the 1952 Conlan area survey, more than 146,000 calls, in 141 counties in the Kansas City Primary Trade area, showed KMBC-KFRM first with 12% audience, 2nd and 3rd Stations (both K.C.), ranking 9% and 1% respectively.

The March-April 1951 Hooper ratings for Metropolitan Kansas City give KMBC first place morning, afternoon and evening. KMBC leads its nearest competitor 3 to 2 on total rated periods! Add to this KMBC’s dominance of Metropolitan Kansas City the fact that this same Metropolitan area now ranks 15th among the great urban centers of the United States. With a bureau of census population increase of 17.7 percent in this same Metropolitan area now ranks 15th among the great urban centers of the United States.

The Kansas City bureau of the United Press associations has set up headquarters in the KMB building. The offices, especially designed according to UP specifications, provide a show place of particular interest to visitors as do the KMBC News Dept. quarters directly overhead.

Big Brother Club Grows and Grows

Head of KMBC-KFRM’s famous Big Brother Club is Chief Big Brother Tim West. Tim broadcasts his program each afternoon, Monday through Friday on The Team. His programs on unusual hobbies, sports, and other youthful interests continues to win him a horde of new listeners among the youngsters.

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Having Move On To Fame

Pictured is the famous Massey family. The shot was taken twenty years ago when they were one of the most popular groups on KMBC. Sonophone, Mike Make, right, (left unidentified). With the banjo is Allen Massey; at the piano, Louise and violist, standing Curt. Louise returned May 19 to star on KMBC-KFRM’s grand opening Friday night program. Curt is based over KFRM. Note the sign in the background, “To reach the multitude, Broadcast!” It is doubtful that even those with the greatest faith realized how true this statement was in 1931 when the studio was in those rooms.

Nothing but the best in modern equipment is to be found in the new KMBC-KFRM studios. Pictured in Studio A is Fred Posner, manager of the control in the Master Control Room. (2) is poly-cylindrically treated Studio A. The Program Department (3) is the center for a never-ending beehive of activity. Engineer Jim Funkie makes some adjustments in the Recording Room (4). Newsroom edit and broadcast the day’s news from their specially constructed newsroom and broadcast studio (5). Studio B is pictured in (6).Announcers find themselves perched high in the announcers’ booth (6). (8) is another view of the “B-C” Control Room and announcers’ booth from Studio C.

Nothing but the best in modern equipment is to be found in the new KMBC-KFRM studios. Pictured in Studio A is Fred Posner, manager of the control in the Master Control Room. (2) is poly-cylindrically treated Studio A. The Program Department (3) is the center for a never-ending beehive of activity. Engineer Jim Funkie makes some adjustments in the Recording Room (4). Newsroom edit and broadcast the day’s news from their specially constructed newsroom and broadcast studio (5). Studio B is pictured in (6).Announcers find themselves perched high in the announcers’ booth (6). (8) is another view of the “B-C” Control Room and announcers’ booth from Studio C.

Nothing but the best in modern equipment is to be found in the new KMBC-KFRM studios. Pictured in Studio A is Fred Posner, manager of the control in the Master Control Room. (2) is poly-cylindrically treated Studio A. The Program Department (3) is the center for a never-ending beehive of activity. Engineer Jim Funkie makes some adjustments in the Recording Room (4). Newsroom edit and broadcast the day’s news from their specially constructed newsroom and broadcast studio (5). Studio B is pictured in (6).Announcers find themselves perched high in the announcers’ booth (6). (8) is another view of the “B-C” Control Room and announcers’ booth from Studio C.

Nothing but the best in modern equipment is to be found in the new KMBC-KFRM studios. Pictured in Studio A is Fred Posner, manager of the control in the Master Control Room. (2) is poly-cylindrically treated Studio A. The Program Department (3) is the center for a never-ending beehive of activity. Engineer Jim Funkie makes some adjustments in the Recording Room (4). Newsroom edit and broadcast the day’s news from their specially constructed newsroom and broadcast studio (5). Studio B is pictured in (6).Announcers find themselves perched high in the announcers’ booth (6). (8) is another view of the “B-C” Control Room and announcers’ booth from Studio C.

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Nothing but the best in modern equipment is to be found in the new KMBC-KFRM studios. Pictured in Studio A is Fred Posner, manager of the control in the Master Control Room. (2) is poly-cylindrically treated Studio A. The Program Department (3) is the center for a never-ending beehive of activity. Engineer Jim Funkie makes some adjustments in the Recording Room (4). Newsroom edit and broadcast the day’s news from their specially constructed newsroom and broadcast studio (5). Studio B is pictured in (6).Announcers find themselves perched high in the announcers’ booth (6). (8) is another view of the “B-C” Control Room and announcers’ booth from Studio C.
"Team" News And Farm Broadcasts Popular

It is doubtful that any other broadcaster has a comparable group in experience and ability as are represented in the News, Sports, Farm Service and Special Events Departments of The KMBC-KFRM Team. Their interesting, informative reporting has won them first place in the hearts of listeners throughout the Heart of America. Each year has seen them better and more carefully developed with one goal—to render greater service to the radio audience.

Many audience services prove that KMBC-KFRM News and Farm broadcasts are listened to more than similar broadcasts of any other station in the Kansas City trade area.

**Experienced Men Handle Sports; Special Events**

Sam Molen, Sports Director of The KMBC-KFRM Team, several years ago was named the "Midwest’s Number 1 Sportscaster" and he's retained that title ever since for his complete coverage of all sports events in the Mid­lands. Sam is the “Voice of Au­thority” in sports, with his four daily sports program, plus his play-by-play of all major sports.

Special Events director Jim Burke was featured on the net­works before joining The KMBC-KFRM Team. In addition to his regular series of public service features, Burke originates num­erous special event programs not only to KMBC and KFRM listen­ers, but to CBS. Burke assists with the color commentary on numerous sports broadcasts with Sam Molen.

**KMBC-KFRM FARMS RENDER GREAT SERVICE**

**KMBC Pioneered Home-Making Programs In 1927**

The first home makers’ pro­grams on KMBC were broadcast from the Sears-Roebuck “Bunga­low Studios” starring Velma West Dyson. That was in the fall of 1927.

Mary Caroline Ellis and Nancy Goode were The Team’s full­time staff members. Both are well-known experts in their field.

Caroline, a veteran of the airwaves, has been associated with Arthur R. Church for 17 years, several of which were on CBS and NBC Networks. Caroline conducts the Happy Home program at 8:00 each morning, Monday through Friday. Her friendly, homespun philosophy and general commentary has en­deared her to Heart of America audiences.

Nancy Goode has had a rich background in radio and writing. She joined The Team early in 1950 to conduct the Happy Kitchen program. First con­ductress of The Happy Kitchen was Beulah Karney, now nationally fa­mous for her own network and transcription programs on homemak­ing. The Happy Kitchen is broadcast Mon­days through Fri­days—8:30 to 9:00 a.m., Sat­urdays—8:30 to 9:30 a.m. Nan­cy’s recipes and the “Dollars for Ideas” contest in the Happy Kitchen draw quantities of listen­er mail.

**Directly below the KMBC-KFRM Service Farm picture, the three greatest farm broadcasters in the Heart of America are pictured. Left to right: Phil Evans, Farm Service Director, Bob Riley, Livestock Marketcaster and Ken Parsons, Agronomist and Associate Farm Service Director.**

**Hobbyist**

Mary Caroline Ellis . . .

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**NANCY GOODE . . .**

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The Texas Rangers' Star In All Departments

KMBC's eldest successful bookings of the sought-after task.

Handling the personal appearances they are physically able and dramatic career. He started working the entire operation into its new headquarters at Eleventh and Central Streets in downtown Kansas City.

The fourth studio is for use as a television studio and for AM broadcasts. It is designed both for use as a house, newly decorated, acoustically treated.

He started working the entire operation into its new headquarters at Eleventh and Central Streets in downtown Kansas City.

For thirty years he has guided the KMBC-KFRM Team in a manner unparalleled in its ownership. The opening of his new radio and television center is a rededication of himself and his station to the service of listener and advertiser. It is the representation of his faith in the future of broadcasting — both radio and television — now and years to come.

The Texas Rangers transcriptions, numbering almost 1,000 selections, are physically able and dramatic career. He started working the entire operation into its new headquarters at Eleventh and Central Streets in downtown Kansas City.

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KMBC KFRM
HEART BEAT
from the Heart of America

KMBC NOW CBS AFFILATE
HIGH HONOR TO GRIFFITH

Sigma Delta Chi Award
To KMBC-KFRM's
Bill Griffith

Bill Griffith, KMBC-KFRM newsmen, is the winner of the National Sigma Delta Chi Award for Radio Newswriting of 1951. The announcement was made by Victor E. Bluedorn, executive director of Sigma Delta Chi, the nation's largest fraternity of newsmen. The Distinguished Service Award in American Journalism is one of the highest honors a newsmen can attain. Griffith's recognition is a result of his coverage of one of the great stories of 1951, the Kansas City flood of 1951. A jury of veteran and distinguished journalists in handing Griffith the first award for newswriting made their selection in his coverage of one of the great stories of 1951, the Kansas City flood. Mr. Griffith successfully combined all the elements of an outstanding radio newsmen. In reporting, writing and effective radio presentations, Mr. Griffith not only captured the drama of his story but also provided essential public information in time of emergency. His work honored the basic traditions of news writing.

Native Kansas
Bill is a native Kansas Citian. He attended grade, high school and junior college in Kansas City, Kansas. He is a graduate of the University of Kansas with a degree in journalism and is a member of Sigma Delta Chi.

Griffith entered professional journalism as a reporter on the staff of the Kansas City "Kansas" in 1928. He joined KMBC of Kansas City in October of 1946. Griffith's "Coffee Cup Edition of the News" (7:15 a.m.) is sponsored by Diamond D Gasoline and Oils, his "Coffee Cup Final." He is a native Kansas Citian.

As the series gets underway, the evil forces of communism are gaining at the very foundation of our democracy. This is the imperative message relayed by the most timely and powerful radio show in America, "I Was A Communist For The F.B.I.," based on one of the most provocative documents in America's war against communism, and starring Hollywood's Dana Andrews.

The series is based on the truth that material values were gaining and spiritual values were losing among people generally. Each day Mr. Morrow has on the program a successful man or woman who will express their own personal philosophy on "This I Believe." As the series gets underway, a prominent Kansas Citian will express his or herself once each week on "This I Believe" as Mr. Morrow's guest.

"I Was A Communist For The F.B.I." Broadcast in Public Interest by Kansas City Power & Light

No American can afford to miss "This I Believe." Broadcasting System, Inc. The new program, aired at 12:00 noon, and again at 6:00 p.m. daily on KMB-C-KFRM has been given national acclaim.

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KFRM needed network pro-
(Continued on page 2)

New Public Service Program On Team

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KFRM needed network pro-
Radio Dominates Radio-TV Scene

More than twice as many radio sets were made in the two months ending May 31, 1951 than TV sets, according to recently published figures by Radio-Television Manufacturers Association. The report stated that 1,903,000 AM-FM radio sets and FM sets, and not including TV-radio combinations. The total number of TV sets made (including those with radio) was 450,600. From these figures, it would appear that out of all radio sets and FM sets, and not including TV-radio combinations.

The continued dominance of radio reflected by these latest manufacturing figures is partly interesting in view of the much greater public's recent enthusiasm for TV. It is interesting, also, to note the trend indicated by figures furnished by the same source which showed that during the month of May out of every seven radio and TV sets made during the twelve months, at least three out of four sets were either radio only or including radio.

The study showed that while the public is still preponderantly interested in radio despite the growth of TV.

KFRM New CBS Affiliate

(Continued from page 1)

To round out its pro-

gramming and to round out its pro-

gramming balance and we put

out for the best network. Having a
counter-quarter affiliation with

CBS for KMBT we patiently

"evacuated" out our discussions with

CBS officials. We are delighted

that finally we sold them on the

idea that KFRM is unlike any other

station, located as it is in the

heart of Kansas, far from any sizable city.

"Talk about k-frms, in which KFRM has by far the

strongest signal of any CBS

station, we can enjoy many CBS entertainment and infor-
mational programs they could not hear before," Mr. Church

continued.

"Most of the CBS Radio Net-

work programs on KFRM are carried by the CBS Net-

work. Among these, weekday, starting at 9 a.m., are

"Arthur Godfrey and All the Little

Godfreyes," "Rosemary," "Wendy

Warren," "Romance of Helen

Trent," "Brighton Day," "Hilltop

House," "House Party," "Cedric

Adams," "Grand Slam," and "Carl

R. B. Rice Sponsor "Brush Creek Follies"

A segment of the popular KMBC-KFRM Brush Creek Fol-

lies program will be given by R. B. Rice for R. B. Rice's Coun-

try Sausage. The sponsorship is for the 8:00 to 8:15 p.m., Sun-

day, only period on KFRM.

The schedule has a double impact which is mighty important
to the grocers selling Rice's Country Sausage. First, of course is the huge KMBC-KFRM audience hearing the messages and second the large live audience which at-

tends "Brush Creek Follies" in Playhouse every Saturday.

The commercials are done by the incomparable Hiram Highby

with a flavor as good as the de-

licious product being sold. Rice is creating quite a stir with the

live audience by giving away several of the famous little Rice's trade mark pancake grills. Grills are kept on hand in KMBC-

area will do well to keep these lit-

tle grills displayed prominently in

their most meat departments and get full advantage of the uphill selling help afforded by this schedule.

Kaneko, "Young Dr. Malone," "This Is Nora Drake," and "Bea-

the Thomas." "As strong as KFRM local pro-

gramming has been proved by numerous surveys, obviously CBS coverage includes more of the highest rating daytime radio programs on any network will be to build KMBC ratings. Needless to say, KMBC-KFRM advertisers will benefit greatly."

Regardless of the greatly in-

creased circulation of the KMBC-

KFRM Team resulting from KMBC-CBS affiliation, we are not increasing rates," Mr. Church declared. "Recent Kansas City Chamber of Commerce polls give KMBC the greatest superiority over its competitors we have ever enjoyed."

On the day of the October 16-17, 1951, incident survey for the KMBC-

KFRM Area—the Kansas City Primary Trade Area—prove the leadership of the team to an ex-

tent we were justified in justi-

fication of KMBC-KFRM Team.

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tent we were justified in justi-

fication of KMBC-KFRM Team.

We have decided that the KMBC-KFRM Team will be sold in a bulk that will continue to give advertisers by far the best buy they can get from any broadcaster that covers from a fair portion of the huge Kansas City Trade Area the Television covers. This is reflected in our new KMBC-KFRM Rate Card, recently distributed.

Retailers throughout the

KFRM area will be quick to realize the increased sales push

KFRM-advertised products will have as a result of the new CBS

affiliation, and jobbers and manu-

facturers alike will capitalize on

this new plus-radio." Mr. Church

concluded. "The KMBC-

KFRM Team expects business to be darned good! And why should

we not enjoy such anticipa-

tion, knowing we have not only unqualified coverage of the

great Kansas City Trade Area but also highest listener rating."
1951 BIG YEAR FOR "TEAM"

"BIG BROTHER CLUB" HAS BIG MEMBERSHIP

"Give & Take" For Cannon Mills

"Give and Take," well-known radio quiz show starring John Reed King as quizmaster, is being sponsored each Saturday at 9:15 p.m. on KMB-C-KFRM by Cannon Mills, Inc.

John Bennett also reports rivalry roles on several CBS dramatic shows including "Dunn Jordan," "Thieves of Today," "Greenblot," and "Great Central Station."

JOHN REED KING . . .

Each broadcast features five contestants, each of whom gets a chance at two prizes. A new feature of the broadcast is the "Salute to the Citron." A city official is a guest of honor and addresses the audience alone at the beginning of the show. The contestant who names it in the course of the program wins the jackpot.

BUSY BEAUTY

Hiram Higby in New "Folk" Series

Hiram Higby, versatile KMB-C-KFRM star, recently launched a Monday-Wednesday-Friday program of old folk songs and ballads.

Higby, possessor of one of the largest collections of folk songs in this section of the country, stresses the guitar and stings ballads solemnly heard in modern days. The quarter-hour program is heard on the KMB-C-KFRM Team at 5:00 p.m.

"Station" For Toni

"Grand Central Station," one of the most consistently popular Saturday daytime dramatic programs, now has a new sponsor--The Toni Company.

Based on KMB-C Satudays at 1:00 p.m., the series presents old Broadway casts in stories of comedy, romance, and drama, all originating in the most famous railroad terminal of the world. The product advertised is Exon.

Purina Stars Arnold On KMB-C-KFRM

Eddy Arnold, Baliton Purina's "Number 1" announcer, is the singing star of his own shows heard every Tuesday and Thursday on KMB-C-KFRM at 5:00 p.m.

King Arthur Godfrey On KMB-C-KFRM

The indefatigable Arthur Godfrey has taken on another week­ly half-hour broadcast, "King Arthur Godfrey and his Round Table," heard each Sunday on KMB-C-KFRM at 4:00 p.m.

1951 Changes Give
KMB-C-KFRM Team
"1952 New Look"

1951 saw more important developments and changes than any preceding year in the history of KMB-C-KFRM, reported Arthur B. Church, president and founder of the KMB-C-KFRM Team at a recent staff breakfast held in TV Studio 18.

"1951 is the fact that last year's changes will reflect as strongly into the coming year that 1952 is certain to surpass 1951 in many phases.

Moving of the Staff

In February The KMB-C-KFRM Team moved from its traditional home in the Pickwick Hotel into the KMB-C-KFRM Building at 11th and Central. This occupied the entire building represented a long-sought dream of Mr. Church and was the prime step in the actuality of what is now the Midwest's finest radio and television center.

The move reached its climax May 21, with the grand opening to the public of the KMB-C-KFRM Building and celebrated the Thirtieth Anniversary in broadcasting of Mr. Church, "KMB of '21, and Thirty Days" after his first broadcast from what is now KMB-C.

Another 1951 milestone was the appointment of George J. Higgins as vice-president in charge of sales. Mr. Hig­gins, a noted authority on years of radio experience, has been awarded his position as general manager of the WISH, Indiana, operation.

Higgins Succeeds Koerper

In September, Mr. Church an­nounced that Mr. Higgins would succeed Karl Koerper as Vice­President and Managing Director. Mr. Koerper, long-time friend of Mr. Church and 12 years Vice-President of KMB-C, resigned to accept the highly important post of Vice-President of the Kansas City Power & Light Company.

"Messiah" Aims From TV Playhouse

The 35th annual performance of the Independence Messiah Choir was broadcast from TV Playhouse on December 23 from 10:00 to midnight. It marked the fifth performance and the 15th CBS network broadcast of the Oratorio originated by KMB-C Messiah Choir is sponsored by the Reorganized Church of Jesus Christ of Latter Day Saints, whose world headquarters are located in Independence.

The 260-voice choir was accompanied by 42 selected music­alists, including members of the Kansas City Philharmonic Orchestra.

This array of smiling faces is a common occurrence on KMB-C-KFRM's "Big Brother Club." Chief Big Brother Tim West, back left, and Lee Stewart, back right, are frequent hosts of the show. The contestant who nome it in the course of the broadcast alone at the beginning of the show. The contestant who names it in the course of the program wins the jackpot.

Joining the parade of Heartbeats gals is a beautiful young lady who has the privilege of playing "Miss America." The parade of Heartbeats gals is a common occurrence on KMB-C-KFRM's "Big Brother Club."
FRANK WIZARD . . . .

This was a few weeks after the new afternoon edition of Rhymeline went on the air.

For many years KMBC-KFRM listeners have contested for “A Dollar and a Diplomacy” by submitting rhymes including song titles for “Rhymeline Time.” Entries for the 7:30-8:15 morning program usually run from 600 to 650 per week.

After the new participation sponsorship sold-out “top out” quickly in the fall of 1951 it was decided to make an addition of this proved audience feature. Frank Wizard enters Rhymeline Malines, 3 to 3:35 p.m., Mondays through Fridays. Prizes are furnished by the Tune Chasers and The Texas Rangers, after-taste days, with guest artists, and with news briefs by John Farmer.

Linkletter Adds Wit To “People Are Funny” Tues. on KMBC

“People Are Funny” with Art Linkletter"...|Page 4|APRIL, 1952|HEARTBEATS|GOETZ SPONSORS “BRIGHT STAR”|Dunn-MacMurray Series Wednesday Eve. on KMBC

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CBS-KMBC To Give Complete Convention Coverage

The 1952 Presidential election campaign, beginning with full coverage of the Republican and Democratic Conventions in Chicago in July, continuing with a non-partisan 13-week "get out the vote" campaign and concluding with election returns on the night of Nov. 4, will be presented on the full CBS Radio Network, it was announced today.

The campaign and election coverage will be sponsored by the Westinghouse Electric Corporation on a selected group of CBS Radio stations including KMBC. This purchase by Westinghouse represents the first advertiser's use of the network's Selective Facilities Plan, recently announced.

This will be the most complete program package ever developed for a Presidential campaign.

The 13-week "get out the vote" campaign, which will begin in August and continue until election day, will offer equal half-hour segments of prime evening time to both major political parties to present their campaign issues, through their candidates and other leading political figures.

Both the Republican Convention, beginning July 7, and the Democratic Convention, starting July 21, both at the International Amphitheatre in Chicago, will be elaborately covered. CBS Radio will devote a minimum of 20 hours to each of both conventions.


"The Chameleon" in Third Year On CBS

"Mr. Chameleon" is about to begin his fourth year of exciting mysteries for detective drama fans. The series began on the CBS network on July 14, 1948, and has steadily risen in popularity until its weekly audience numbers millions of listeners.

The series is given added reality by its title-role star, Karl Swenson, an expert in language dialects.

"Mr. Chameleon," sponsored by Sterling Drugs, is heard on KMBC Wednesday evenings at 8:00 P.M.

"It Happens Every Day" For White Rain, Prom

One of America's best known sounds, the cascading door of "Inner Sanctum," was heard again on KMBC when the mystery-suspense program returned, with Bert Karloff as first guest.

Veteran radio and stage actor Paul McGrath will preside over the series again as the eerie host.

"Inner Sanctum" is sponsored by Knods Chlorophyll Tablets and Rye-Gene Eye Drops.

It Happens Every Day

"It Happens Every Day," popular 15-minute KMBC Saturday afternoon feature, starring Arlene Francis and Bill Cullen, became a Team show on Monday, June 23. The five minute show airs at 3:20 p.m. Monday through Friday on KMBC-KFRM, still retaining its 1:25 p.m. slot, Saturdays on KMBC only.

The newly-added five days of "It Happens Every Day" is sponsored by White Rain Shampoo and Prom Home Permanant.

CBS NEWS CREW TO REPORT CONVENTION

The KMBC-KFRM Team

KMBK Building
11th and Control
Kansas City, Mo.

JULY, 1952

BIG PUBLIC SERVICE EFFORT ON "TEAM"

The KMBC-KFRM of Kansas City has launched its full facilities into another great public service project. The new campaign, which is area-wide in its scope, is designed to "Make The Heart of America Truly American" by accomplishing a record registration and balloting in the upcoming elections, both primary and general. Said a KMBC spokesman, "We are well aware of the fact that campaigns of this type are conducted prior to every election and just as aware that very little ever seems to be accomplished. The KMBC-KFRM promotion is larger and more ambitious than most such projects and we are prepared to do the kind of a job that can't help but succeed."

The initial program to get the vote out was made by KMBC-KFRM Newscaster Bill Griffith, winner of the Sigma Delta Chi Award for Newswriting in 1951, at 7:15 on Friday, May 23, in a fiery newscast. Griffith blasted those who had failed to register and announced the big campaign.

The big public service project, now going into high gear with registrations increasing hourly and the KMBC-KFRM Team has pulled all stops in every department. All live broadcasts are carrying a reminder to get out and register. Station breaks have been designed to carry out the slogan and the same theme has been incorporated into drop-in slogans of various sites and furnished in mat form to newspaper advertisers in greater Kansas City as well as to the radio trade area.

In Kansas City, Missouri KMBC-KFRM is working hand in hand with the "Ballot Battalion" in a drive by mail registration plan. Seventy odd special registration booths have been set up and are open from five until nine p.m. for the convenience of those unable to register at the city hall.

Volunteer workers are being assigned some 8000 square blocks in Kansas City, Missouri. KMBC conducted a three-day concentrated on-the-job appeal for these workers. KMBC also is devoting its Yellow Cab covers to the all-out effort.

A telewiper man board has been (Continued on Page 2, Col. 1)

KANSAS CITY, MO.
Permit No. 2581

BIG PUBLIC SERVICE EFFORT ON "TEAM"

KMBK Building
11th and Control
Kansas City, Mo.

JULY, 1952

From the Heart of America

Kansas City's Radio Merchandiser

Vol. 8, No. 5

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Edward R. Morrow, Lowell Thomas, Robert Trues, Douglas Edwards, Walter Cronkite, Charles Collingwood, Larry Le Sourc, Don Halloweck, Winston Burdett, Allan Jackson, David Schoenbrun, Eric Sevareid, Bill Shadel, Joe Wershba, Griffith Bausett, Bill Costello, Ron Cochran, Dwight Cook and Lynny Bynars are among the top flight analysts who will participate in the convention coverage.

Radio coverage at the conventions will include use of many different studios in many locations. Mobile transmitters and walkie-talkies will be used from the convention floor.

Starting at 8:00 PM, on Election Night, Nov. 4, and continuing until a decisive trend has been established, voting returns will be brought to the Heart of America by CBS Radio and KMBC.

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The newly-added five days of "It Happens Every Day" is sponsored by White Rain Shampoo and Prom Home Permanant.
Today a new plaque hangs on the wall of the KMBC-KFRM "newsroom" and a new name has been added to the roll call in the Sigma Delta Chi Hall of Fame. The name is that of Bill Griffith, KMBC-KFRM Newscaster and winner of the National Sigma Delta Chi Award for Radio News-writing in 1951. Previous years' winners in the same category include such familiar names as Orville Brown, Fulton Lewis Jr., Elmer Davis and Alex Dreier.

Official announcement of this year's winner's coveted awards was made on April first. The panel presentation of the plaques and medallions, however, took place in Chicago at the Conrad Hilton Hotel on May 19. The meeting was the largest in the history of the awards. Griffith was called at dinner for "setting new standards of excellence and integrity in the field of radio newswriting." Victor E. Bluedorn, Executive Secretary of the fraternity, made the presentation.

The Journalism Awards were set up 17 years ago by Sigma Delta Chi, the world's largest professional journalism fraternity. Radio awards have been included in the competition since 1939. Bill Griffith was selected to receive the nation's number one radio newswriting award from the largest list of entries in the history of the contest.

Vote Campaign

(Continued from Page 1, Col. 1) set up by the station to keep the campaign moving and to check on its progress. The group includes promotion director Harold Storm; news chief John Farmer; newsman Bill Griffith and Henry Wheat; administrative assistant Arthur Church, Jr.; special events director Jim Burke; women's commentator Caroline Ellis; sports director Sam Molen; chief announcer, Lee Stewart; farm director Phil Evans; sales representative, John McDermott; and engineer Clark Smith. A daily bulletin is issued to the entire staff of the station, telling them recent developments of the campaign.

As KMBC-KFRM rolled into the third week of its five-week campaign to "Make the Heart of America Truly American," registrations reached a new high in Kansas City, Missouri, KMBC cooperated with the "Ballot Battalion" in a special three-day drive which netted more than 28 thousand new registrants in that city. Booths were set up in 68 public schools and 3 other locations to make it convenient for all to register. Those booths were open from 5 until 9 o'clock in the evening. Registrations were taken all day at the Jackson county court house. Seven hundred extra workers were needed to carry out the scheme in evening temperatures in the low nineties. KMBC newsman transcribed special appeals while KMBC station breaks continues to tell listeners, "Be truly American — Register and Vote."

In Kansas City, Kansas, registrations are evening at the rate of a thousand a day. Outside Missouri and Kansas, KMBC correspondents report a noticeable increase in registrations. Both the Kansas and Missouri primaries occur on August 8.

"Walk a Mile" Is Camel Replacement

"Walk a Mile" to win $500 . . . or keep on going right to the top of the jackpot. The opportunities offered contestants on the new, clock-watching quiz game, which is part of the CBS Radio spotlight Monday, June 2 (KMBC, 9:00 p.m.).

Winter of enthusiasm Win Elliott tosses the questions in this new contest, when time is a winning factor. Each contestant is asked four questions worth $25, $60, $75 and $100 respectively, each contributing a quarter of a mile to the contestant's progress. If he walks the entire mile with no wrong answers, he wins $250 in cash, and the one who walks the farthest in the shortest time gets first crack at the jackpot pot.

KCMO Crime on "Gang Busters"

Recently "Gangbustets," (KMBC-CBS every Saturday at 8:00 p.m.) featured a crime that occurred and was solved in Kansas City. Picture above were members of the Kansas City police force who solved the case. Left to right, Detective Jack Holley; Lt. Harry Nash, in charge of homicide; Henry Johnson, Kansas City Chief of Police and Detective Sgt. Wayne Gibson.
Julie Stevens Named "Drama Queen"

Julie Stevens, who since 1944 has received more than a million fan letters as the star of "The Romance of Helen Trent," was honored at a reception recently in New York and crowned "Queen of the Radio Dramatic Serials." The honor came in the special Event Room of the Stork Club. In recognition of her consistently high rating and her top rating among the radio dramatic serials for 1951, Yul Brynner, as "King" of the "KING and I," made the presentation. Phil Silvers, Clown Pyton of "Top Banana," presided at the ceremonies.

Julie later appeared as a guest on Sherman Billingsley's TV program originating from the Stork Club.

"The Romance of Helen Trent" is heard Monday through Friday at 11:30 a.m. over KMBC-KFRM under the sponsorship of Aero-Wax and Wizard Brand Deodorizers, products of Boyle-Milroy Inc. Top officials of Boyle-Milroy Inc. and the Columbia Broadcasting System were in attendance at the crowning.

As of June 4, two new young stars appeared on the Kansas City entertainment horizon. The young men, pictured above are Bill Nichols and Chuck Lee. The two were winners of the "Brash Circle Folies Radio Talent Contest" and are appearing during the summer on the "Follies" and other KMBC radio programs. Both are Kansas City boys, and are juniors in high school. Bill attends Pembroke Country Day and Chuck is a student at Southwest High School.
**Running "Service Farm" Big Job**

Parsons in New Five Minute Series on KMBC-CBS

Louella Parsons, "First Lady of Hollywood" for more than a quarter of a century, returned recently to the CBS Radio Network with an exciting new five-minute series, (KMBc Every Tuesday at 8:30 p.m.).

On "The Louella Parsons Show," the internationally known columnist and personality will present news of the top stars of Hollywood and the entertainment world and informal and professional contacts with those people enable her to "know the news before it happens."

Her new series on CBS Radio is in the nature of a homecoming. She was starred as the mistress of ceremonies of "Hollywood Hotel" from 1934 to 1938.

**Beulah" Passes 1000th Broadcast**

"Beulah," one of America's most beloved programs reached the 1000th performance on CBS Radio and KMBC with the broadcast of Monday, April 30th.

From the show's premiere beginning on November 24, 1947, The Beulah Show rapidly became one of radio's most lovable and laughable series. It's week-night comedy situations with Beulah's devoted employers, The Hendersons, her boy friend Bill, and gal chum, Orlo, provide a quick medium where KMBC listeners always find laughs aplenty. Lilian Randolph, versatile radio and screen actress, plays Beulah, radio's Queen of the Kitchen and the big, over-sized gal with the heart to match.

**KELLOGG CHANGE OVER**

Kellogg radio advertising has been helping materially in pointing up the big package changeover made by that firm recently. Above, discussing the attractive new packages and the various advertising plans are .

**Variety Cites KMBC Promotion**

KMBC added another radio laurel to looking for a paper in Dorena, Ill., reporting social events. She wrote the world's first motion picture newspaper column in 1913. She has written two books, is a conservative and a Democrat. She has written three columns, as she has written three columns, and does a daily column which is syndicated in newspapers throughout this country and abroad. Her coverage of all phases of the news of the entertainment world has made her an American institution.

Announcer for "The Louella Parsons Show" is Verne Smith. The series is sponsored on KMBC by Lustre-Creme Shampoo, a product of the Colgate-Palmitone-Peet Company.

**Escape of A-Bomb on "House Party"**

Each week on his CBS Radio "House Party," host Art Linkletter conducts a daily "carry- over" contest in which he looks for the newest first-time father, the oldest old maid, the youngest nieces, the newest first-time mother, the oldest old maid, or, as he did last week, he tries to find the person who had the narrowest escape of one sort or another.

There's a daily winner and, out of the four for each week, Linkletter selects one to be the grand prize winner.

Margaret Yunkari, a West Los Angeles resident, was the daily prize and was pretty tough company for the other four daily winners. In fact, Mrs. Yunkari walks away with winning the grand prize.

Her narrow escape was, by a more stroke of luck escaping death when the atom bomb exploded over Hiroshima.

"House Party" is heard every Monday through Friday over KMBC-KFRM at 2:15 p.m., for Pullibury Mills.

**Galen Drake On "Team" Birthdays for "Curt Massey Time"**

"The biggest little show on the air," (KMBc-CBS Cincinnati "Curt Massey Time")—began its fourth year on Friday, June 6 (KMBc, 10:00 p.m., Monday through Friday for Alka Seltzer.

Launched on the air June 6, 1949, the popular Monday-Drury Friday musical program has racked up a phenomenal in popularity polls.

On June 6, Massey, a KMBC alumnus, and Miss Tilton completed 150 consecutive weeks, and under terms of their new contract, the show is set for another season without vacation from the air.

It is estimated that when Curt Massey and Martha Tilson reach their June anniversary date, they will be singing their 4500th tune since the program started. They average six numbers a day and will have completed 780 days of broadcasts on June 6. On some shows, they have done as many as eight tunes in a quarter of an hour.

**Galen Drake On "Team"** Saturdays 9:15 a.m.

Galen Drake has become the series regular columnist and in formal conversation now occupies the 9:15-9:30 a.m. slot on the KMBC-KFRM-Saturday morning schedule.

Galen Drake is renowned as a master storyteller, and as a radio commentator has built up his following by one leading columnist "one of the five top personalities in radio today." His forte is friendly and informal talk about any subject ... humorous anecdotes, current events, movie, music, and book reviews ... stimulating facts about things both important and things unimportant.

One factor often suggested as a basis for his unusual ability to talk convincingly and well about any subject has an interesting hereditary sidelight ... his great-great uncle was the famous orator, Stephen A. Douglas, who engaged in the historic debates with Abraham Lincoln.

**Lillian Randolph...**

Lillian Randolph is widely known as America's top comedy actress, and is sponsored by Procter & Gamble Company.

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Of course, "House Party" is heard every Monday through Friday over KMBC-KFRM at 2:15 p.m., for Pullibury Mills.

There isn't a dull moment during the day on the KMBC-KFRM Service Farms. Upper left, every spring and fall hundreds of school children visit the farm and are shown all of the live stock and told all about them. This group with Phil Evans is from Rushville School. Upper right, Jim Leathers displays a dozen varying eggs. Lower left, Phil Evans and his grand daughter "Cindy" feed two orphan lambs and lower right Leathers poses with one of the Service Farm's prize Rams.
The KMBC-KFRM Team
KMBK Building
11th and Central
Kansas City 5, Mo.

KMBG KFRM
HEART OF AMERICA
from the Heart of America

VOL. 9 No. 6
KANSAS CITY'S RADIO MERCANTILE

BEA JOHNSON RETURNS TO KMBC-KFRM

Sam Molen To Air Big Seven Football

Sam Molen's play by play football of the Big Seven Game of the Week will be the fall fare again this year on Saturday afternoon over KMBC-KFRM.

The proposed schedule is as follows:

Sept. 20 - Missouri-Maryland at Columbia
Sept. 27 - Kansas-Nebraska at Lawrence
Oct. 4 - Kansas-Colorado at Lawrence
Oct. 11 - Kansas-Kansas at Lawrence
Oct. 18 - Kansas-Iowa at Lawrence
Oct. 25 - Missouri-Iowa at State at Columbia
Nov. 1 - Kansas-Kansas State at Manhattan
Nov. 8 - Kansas-Colorado at Lawrence
Nov. 15 - Missouri-Oklahoma at Norman
Nov. 22 - Missouri-Kansas at Columbia

Jim Burke will travel with Molen to do the color and engineer Clark Smith will do the engineering chores.

Monetier Products On Bentons 6:00 P.M. News

A strong new schedule of advertising starting next month on KMBC-KFRM which will be of vital interest to the retailers in the Kansas City primary trade area. The new campaign is by Jules Montenier and utilizes the influence and utilizes the influence of the "William Wrigley Company"

Sam Molen

SAM MOLEN

on the Team Monday, Wednesday and Friday of each week.

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Survey Shows Radio Outpulls Newspapers By 46-29 Ratio

SYRACUSE, Aug. 2—The ability of radio to attract a larger number of customers into retail stores, and then sell them the merchandise advertised, has again been demonstrated with the release this week of an Advertising Re­search Bureau, Inc., study just completed here.

The usual ARB technique was used on four major Syracuse stores, Wilson's, Yosemite, ward's, Dey Brothers and Sears & Roebuck, each of which, during a specific period of time in the latter part of June, spent an equal amount in advertising the same product.

The result of this was that the radio commercials alone brought in 41 per cent of the store traffic, as against 29 per cent brought in by the newspaper ads alone. Further study of the product volume on the products covered was due to radio advertising ex­clusively while only 19.5 per cent of the "cash in the till" was created by newspaper advertising exclu­sively.

Over-All Results

The Pulse study was made in a form of a brochure to the 25 largest retailers in Syra­cuse at a luncheon Thursday (31). At the same time, Bill Ryan, Broadcast Ad­vertising Manager for the newspaper, purred, gave a talk analyzing the ARB study results.

Ryan pointed out that the per­centage of traffic brought into each of the four stores by radio alone increased from day to day, while the share of newspaper traffic decreased. He further demonstrated that a greater per­centage of the radio traffic actually made purchases even though the store, and, as a result, made larger purchases.

In every case, radio alone ac­counted for the greatest percentage of store traffic as well as the greatest portion of total sales in dollars.

Both Media

The survey also took account of those customers who were brought into the stores by the newspaper advertising alone. But in three of the stores involved, in the over-all, they accounted for a greater portion of the sales vol­ume than the newspaper advertising alone did. In two of the stores, 100 per cent of the traffic brought into the stores by both media together, made pur­chases.

There was another small part of the traffic that was not at­tributable to either the radio or newspaper ad, but were re­sponsible for an even smaller portion of the cash sales. In sum, advertising as such brought in 68.5 per cent of the traffic or 94.5 per cent of the money. Radio ad­vertising brought in one-third as much traffic as the newspaper advertising, and nearly one and one-half times as much business. The 15 per cent affected by both media brought in more than those affected by either alone.

27 Million Cars Have Radios

PHOENIX, Ariz., Aug. 2—Radio's automobile audience has been estimated at about 4,000,000, Radio's automobile audience was equipped with radios. From this, a special survey conducted by the Pulsar for BARB only a few months later would reveal that the national average is actually 29.1 per cent bringing the total number of radio-equipped cars around 27,900,000.

This is a greater radio-equipped circulation of the four largest weekly magazines or even the largest weekly magazines in the U.S. It put together.

Radio's automobile audience, pointed out that 92.5 per cent of all post­war automobiles are radio-equip­ped. There should be only a few years before radio's saturation of the auto industry estimated that 63.5 per cent of all post­war automobiles are radio-equipped. Ke­pler's automobile audience has been de­monstrated with the release of the Pulse study. It is three years for Ed during World War II. He's confirmed family man and boasts two little Dahl's, a girl, 9, and boy, 3. Or­ganizational activities occupy much of Ed's after-business hours and he's held officer posts in both Lions and Kiwanis.

Photography and boating claim Ed's hobby time with fishing a close third, however, he modestly admits an inability to land any­thing more than a stiff cold head.

Welcome to KMBK-KFRM, Ed, and good selling to you!

2 New Programs Added To "Team" Schedule

Two sparkling new programs will hit the KMBK-KFRM airwaves shortly after the first of October. Although the first program was started, the second program, "Vivitar Time," is under­taken by the sponsorship of the Morton Salt Company. The broadcast time on KMBK is 7:00-7:10 p.m. Wednesdays and on KFRM 5:00-5:10 p.m. Sundays.

Steve Allen's Casual Manner Features In New Show

In the same informal, causal style that he brought his success in an earlier Columbia Pacific Network series, Steve Allen introduces celebrities of the theatrical, literary and sports world and offers themselves from other walks of life, in a new Monday through Friday KMBK recording series, the "Steve Allen Show."

Five nights a week, Allen takes a portable microphone into his studio audience for brief, checkered punctuated with chat program visitors, both celebrities and everyday citizens.

Music for the "Steve Allen Show" is provided by the Bobby Sherwood Trio. In keeping with the show's informality, Sher­wood's group plays numbers re­quested on the spot by studio guests.

The "Steve Allen Show" is heard on KMBK at 8:00-9:00 P.M.; Wed., Thurs., and Fri., and on KFRM, at 8:30-9:00 P.M.

Gallagher Uses No Script On 5-Program Series

Eddie Gallagher, host on the two-and-a-half-hour CBS Radio "On a Sunday Afternoon," a series of five musical programs, uses no script for the lively com­edy which holds the pro­grams together (KMBK 1:30 - 4:30 Sunday P.M.).

"I have a whale of a lot of program notes," he says. "The actual program is largely improvised, played with records for a long time, you work up a bit of back­ground. Even though I am con­scious of the larger size of my audience, I have the same feeling about the show and the cast that the other day I was in Washington. I am aware of the people I am talking to. In this case, the program is a parenthesis to a leisurely Sunday afternoon entertainment, people real music while they are lying on beaches, or making motor tours, or resting in the garden. We play every kind of music for them, from the most serious to— and that's a lot of music."
**Inside Column**

**On This Month's Heartbeats**

Elizabeth Root, heard frequently on KMBC-CBS radio, is one of the most delightful personalities in the area. Her warm, inviting voice adds a touch of elegance to any broadcast. She is known for her gentle manner and her ability to connect with listeners on a personal level. Elizabeth's contributions to local radio continue to be a source of enjoyment for many.

**Artist Bureau Stars Sparkle**

The KMBC-KFRM activity at the Missouri State Fair is in full swing, with a variety of exciting programs lined up for the week. The fair, which runs from August 15 to 20, offers a range of attractions, including agricultural exhibits, livestock shows, and a variety of performances.

**Heartbeats**

Kingan & Co. Pleased with Godfrey; Renewes For '52-'53

"Because the sales results warranted a renewal," Kingan & Co., whose first venture as a radio net work sponsor was via CBS Radio's "King Arthur Godfrey and His Round Table" Sunday series on October 14, 1951, has renewed its sponsorship of the program for another 93 weeks effective next October. It was announced today by Bruce Ashby, Vice President in charge of sales for Kingan & Co., who is one of the officers of Kingan & Co., feel strongly that the original decision for a major investment in network radio alone was a sound one. "The CBS Radio Network program has paid off for Kingan and we would not have renewed at this time for our coming fiscal year," Mr. Ashby emphasized.

Obviously, the directors and officers of Kingan & Co., feel that this original judgment was sound. "Some of the specific advantages that have been gained through the combination of 'Godfrey and His Round Table,' CBS Radio and Kingan merchandising are a definite pinpointed attack on selected consumer identified items on which we have desired to expand distribution and volume."

"'King Arthur Godfrey and His Round Table' meets the demands of Godfrey's legion of daytime followers who want more of Godfrey, via recorded highlights from his five-week morning programs, "Arthur Godfrey Time." In addition, the series, aired Sunday days at 4:00-4:30 PM, on KMBC-KFRM gives a new entertainment opportunity to those who are unable to listen to Godfrey's daytime program during the working week.

Godfrey, broadcasting's greatest entertainer-adman, is surrounded by "his little Godfriends," vonvideo Janette Davis, Marion Marlowe, Lu Ann Simmons, Frank Parker, Hodelko, Julius LaRosa, the Cheeklebiotes and Mariniers sing groups, announcer Tony Mar- tin and Archie Heyes's orchestra. The Kingan & Co. sponsorship under the new contract will be renewed on Sunday, October 12.

**Phil Evans Presents Two Features Daily**

The KMBC-KFRM activity at the Missouri State Fair is in full swing, with a variety of exciting programs lined up for the week. The fair, which runs from August 15 to 20, offers a range of attractions, including agricultural exhibits. Each day of the fair will highlight the noon show, bringing with it prominent personalities to the KMBC-KFRM microphone. The entire musical portion of the noon hour show will come from the fair grounds in Sedalia and will feature Hiram Higbee, Kim Weston, Milly, Art Stacker, Colorado Polk, Elmer, and the popular young team of Chuck and Bill. The midday show will begin at 12:00 noon and run until 1:00 pm.

Added Features:

The "Rhymaline Matinee" feature with Frank Wiziarde will start at 2:15 pm and run through until 3:00. The live audience will write the rhymes on the spot and the winners will be asked to read their own poems on the air. A plot part of the afternoon show will be devoted to other audience participating stands for the benefit of all. Wiziarde, a master at audi- ence participating programs, has a world of tricks up his sleeve and the "Matinee" promises to be one of the most hilarious and entertaining features. The fair will be the host to the winners of his "Rhymaline Matinee Guild" and will have membership cards for his "club." Daily winners in the Rhymaline contest will get certificates and silver dollars. Other prizes will be awarded. KMBC-KFRM entertainers will play the tunes given in the rhymes and furnish the lyrics for the hour and fifteen minute show.

All KMBC-KFRM activity will originate from the band stand south of the Administration building. Plans for the fair next month at Hutchinson are still in the works.

**Ernie Sevareid's New Book**

**Now On Stands**

Eric Sevareid has just published a new book, "In One Ear," which came off the press July 21, presents a characteristically deft and personal picture of our times through selected "snapshots" from the author's CBS Radio News broadcasts from Washington, D.C. (KEMB 10:00-10:15 P.M., Mon. thru Fri. From Washing- ton.)

Sevareid, chief Washington correspondent of the CBS Radio Net- work, devotes the first thirteen minutes of his hour-quarterly nightly broadcast to what he calls "news commentation," but which he says CBS Radio "prefers to call news "analyses.' "In One Ear" contains 37 of these "snapshots" of men and events which make up a fascinating panorama of the American situation at midcen- tury."

"In One Ear" can be obtained at all book stands.
CBS Farm Reporter
Back From Europe

Europe’s "old-fashioned methods of farming" was the thing that most impressed CBS Radio correspondent Claude A. Mahoney, who has just returned from a four-week tour of Western Europe. Mahoney was one of 12 farm editors invited by the Mutual Security Administration to study farming there and to inspect improvements being made in European agriculture since the end of World War II.

"This was possibly the most intensive farm tour that has ever been made by an American group," Mahoney said. While in Europe, he visited farms and learned about the various experimental stations and colleges in Italy, France and West Germany.

They went by road and by train, visiting farm homes, stopping at fields, going without baths sometimes for two or three days. The CBS Radio correspondent carried a tape recorder and recorded the voices of many nations of the countries visited.

The only discouraging note in an otherwise pleasant tour was the fact that he was unable to return to his country on the 16th day. After a five-day wait at the United States Embassy in Paris, Mahoney was returned to the United States by the French police with the warning that his bag contained the traces of a违禁品.

"CBS Radio Farm News" was heard Saturdays on KMB-C KFMR at 2:00-2:30 P.M. KMB-C KFMR is a CBS affiliate.

Bergen-McCarthy Show
Sponsored In ’52-’53 By Warner-Hudnut

The "Edgar Bergen-Charlie McCarthy Show" will be presented in its 1952-53 season on CBS Radio under the sponsorship of Warner-Hudnut, Inc., for the Richard Hudnut Division, it was recently announced today by Warner-Hudnut, Inc., the CBS Radio Network and Borough and Richnardi, Inc., the advertising agency representing the sponsor.

The classic radio comedy attraction rounded out is 15th year of big-time radio with its conclusion, the broadcast of the year June 1–June 16, and a half in which Bergen and his all-human dummies have become a national institution. Bergen and the cast of his show are currently on their annual summer vacation. They will return to their KMB-C KFMR Sunday night, 7:00 – 7:30 P.M., time period in the fall, at a date to be announced.

The program will be presented in behalf of four Richard Hudnut products, Home Permanent, Enriched Creme Shampoo, Creme Rinse and A-1.

KMB-C KFMR News Parade Led By Farmer

Featuring a highly diversified Sunday lineup of important weekend news programs, the KMB-C KFMR Team offers new broadcast to curious listeners full and effective reporting coverage from around the world.

KMB-C KFMR’s News Director John Farmer leads the weekend parade with his Sunday newscasts. He gives special emphasis to local and regional events plus national and world happenings. That special interest is added when he brings Team listeners a look at the weather picture and forecasts the Monday livestock estimates in Kansas City and Chicago.

Such CBS Radio News staffs as Howard K. Smith, with his weekly European report from London and Bill Costello with the news and his analysis from Washington, D. C., round out such Sunday morning’s reporting schedule.

The afternoon section of KMB-C KFMR’s Sunday news lineup is highlighted by CBS Radio reporter Robert Trout who directs a 55-minute complete summary of last week’s developments. Each Sunday Bob Trout, CBS Radio correspondent sounds from his foreign assignment to New York especially for the broadcast.

LeRoy LeSueur flies up the line on news and sports, following Robert Trout with a five-minute capsule summary of world news headlines, tailored especially for listeners seeking a quick and up to the minute roundup of news from around the world.

Following is the KMB-C KFMR Sunday News lineup:

7:00 a.m. CBS Radio News
7:15 a.m. News with John Farmer
8:15 a.m. CBS Radio World News
10:30 a.m. News with John Farmer
11:30 a.m. Howard K. Smith (from London)
11:45 a.m. Bill Costello (from Washington)
12:00 noon News, weather and livestock estimates with John Farmer
4:30 p.m. World News with Robert Trout
4:55 p.m. Larry LeSueur and the News
5:45 p.m. News with John Farmer
7:30 p.m. News with John Farmer (KMB-C KFMR only)
11:00 p.m. CBS Radio News (KMB-C KFMR only).

KMB-C KFMR offers News Concert On Sunday

A new concept in summer programming is now offered by KMB-C KFMR and CBS Radio in "On A Sunday Afternoon," a series of five light musical shows, (Run: 1:00–4:00 p.m.) Each separate half-hour feature contains music integrated with news flashers, weather and traffic reports, baseball scores, and safety messages from all parts of the country.

At the half of this two and a half hour feature, Ed Dick Gallaher, popular Washington, D. C., radio commentator and columnist, will broadcast, reading giving safety messages and running "Safe Sunday Afternoon." In this feature, Dick Gallaher will be joined by a rotation of CBS Radio Network announcers, who will generally select music and readings that will help the public in their everyday life.

Those who have auditioned for "On A Sunday Afternoon" feature are as follows:

1:00 p.m. "String Serenade":" An light orchestral program featuring Fredo Antonini and his popular vocalists with well-known vocalists broadcasting from the Marine Ballroom of Pier in Atlantic City, New Jersey.

2:00 p.m. "Gallaher's Galaxy of Hits": Featuring the program series' own with his choice of top recorded tunes of the week and late baseball news.

3:00 p.m. "Music For You": Caesar Petriello and his orchestra with colorful male and female vocalists, air from Chicago.

4:00 p.m. "Band of the Day": Featuring each Sunday afternoon a favorite band with well-known vocalists broadcasting from the Marine Ballroom of the million-dollar Steel Pier in Atlantic City, New Jersey.

Page 4

HEARTBEATS

August-September, 1952

SUNDAY NEWS EXCLUSIVE ON TEAM

WE APOLOGIZE!!

The entire editorial staff of Heart Beams is blocking all the way to the roots of this week's column change-over to the new package. Infinitesimal was inadvertently left out. The gentlemen pictured are as follows: Left, Jack Benton, KMB-C KFMR's Sales Manager; right, veteran, hero of the Milbrook Stoves. Please, Mr. Johnson and Mr. Pucher, accept our sincere apologies.

EUGENIE BAIRD

Bea Johnson is a graduate of Kansas State University, and is currently serving as the president of Gamma Alpha Chi and is a member of the National Honor Society and is a leader in the National Women's Service. Since 1946, Mrs. Johnson has been engaged in advertising agency special writing, broadcasting, and television work. Bea Johnson's own Bea Johnson's successful new morning program series is a much awaited "welcome home" and her "Happy House" weekday half-hour is a highlight feature for all of KMB-C KFMR's women listeners.

KMB-C KFMR's "Stoptette" News
(Continued from Page 1)

It doesn't happen to the successful announcer on comic and miscellaneous advertising stations in the territory, but it happened to Bea Johnson on KMB-C KFMR.

Bea Johnson, a graduate of the University of Missouri School of Journalism and is active in the Kansas City area in broadcast journalism, is the subject of an unusual program of her own design, that is a job placement for advertising and radio graduates of the University of Missouri, Kansas, and other nearby schools. Since 1946, Mrs. Johnson has been engaged in advertising agency special script writing, broadcasting, and television work.

CO-CUTUPS

"Stoptette" News
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“What’s My Line?”
In KMBC Premiere

“What’s My Line!” the popular, witty, guess-your-occupation program featuring a panel of experts who try to identify the jobs of several total strangers, made its recent debut as a weekly highlight on CBS Radio and KMBC (1290-000, pm, Wed.).
The series is sponsored by Philip Morris and Co.

10,000 Programs For Amos ’n’ Andy

A significant milestone in radio history will be celebrated on CBS Radio and KMBC, Sunday, Nov. 10 at 6:30 p.m. Fireman Gooden and Charles Correll as “Amos ’n’ Andy,” probably the most beloved comedy team in the entertainment world, make their 10,000th broadcast on that date.

Dixie Lee Crosby

The KMBC-KFRM staff and all of the folks in the Heart of America join in an expression of deepest sympathy to Bing Crosby and the Crosby boys at the death of his wife and mother, Dixie Lee Crosby. She was a great trouper in her own right and a wonderful person. We regret with many others that her life had to be fulfilled so early.

Doctor’s Degree To Dr. Christian

In appreciation of his more than 15 successful years as radio’s country doctor on CBS Radio’s “Dr. Christian” series (KMBC Wed. 7:30 m.), Jean Herscholt was awarded an honorary doctor’s degree as a high-light of the California Academy of General Practice convention dinner, November 11.

Kudos To KMBC-KFRM Educational Series

KMBC-KFRM’s award winning “Radio Schoolhouse” marked the beginning of its ninth broadcasting year on Monday, October 6. This outstanding public service program, designed especially for Midwestern educators and students, is under the supervision of Dr. C. F. Church, KMBC-KFRM Director.

The weekly “Radio Schoolhouse” consists of five daily quarter-hour programs, each designed as supplemental classroom instruction and presented for in-school listening. These programs and their content are:

Mon.: “The Art Lessons” — A creative art lesson with a studio class doing the actual work.
Tues.: “Fun With Facts” — A science series on the elementary grade level.
Wed.: “Youth Looks Abroad” — A high school student discussion of vacation selection with a guest from a particular field of profession, and a faculty sponsor.
Thurs.: “The Magic Book” — A dramatization of fairy tales and modern children’s stories, using professional actors, and narrated by Caroline Ellis, noted KMBC-KFRM woman commentator.
Fri.: “Music Time” — A music or singing lesson with a studio class participating.

“Radio Schoolhouse” was inaugurated in 1944 on KMBC and in 1947 the broadcasts were extended to KMBC’s team mate for rural Kansas, Oklahoma, and portions of Colorado and Nebraska, KFRM.

Educators and radio critics alike have praised the “Schoolhouse” series. Ohio State University has singled out the program for national recognition a total of six times. In 1946 “The Magic Book” was voted “First Award” with “Music Time” taking similar laurels in 1947 and 1948. Ohio State University judge proclaimed “Music Time” as . . . “a refreshing and convincing music series that is meaningful and provocative to teacher and student alike . . . an excellent program.”

These quarter-hour educational programs are planned for school
(Continued on Page 2)

The fall and winter line-up of stars for 1952-53 on KMBC-CBS-KFRM is just as bright or not brighter than ever before. Pictured above are just a few of the outstanding array of talent. Top row, left to right, “Our Miss Brooks,” KMCB Fridays 7:00 pm, Arthur Godfrey, KMCB 9:00-10:00 am, Jack Benny, KMBC Tuesdays 9:05 pm, Merle Haggard, KMBC Friday 8:30 pm, Bottom row, Art Linkletter, KMCB, Monday through Friday 1:20 pm, Gene Autry, KMBC Saturdays 7:00 pm and Bing Crosby, KMCB Mondays 7:00 pm; Arthur Godfrey, KMBC 9:00-9:30 am, also KMBC Mondays 7:30 pm and Saturday 6:30 pm, Gene Autry, KMBC Saturday 6:30 pm, Horatio Hornblower, KMBC Fridays 8:30 pm. Bottom row, Art Linkletter, KMCB, Monday through Friday 1:20 pm, Gene Autry, KMBC, Saturdays 7:00 pm and Bing Crosby KMCB Thursdays 8:30 pm.

The series is sponsored by Philip Morris and Co.

“NATION’S TOP RADIO TALENT ON “TEAM”

The KMBC-KFRM Team

KMCB Building
11th and Central
Kansas City 5, Mo.

October-November, 1952

KMBC-CBS Still
Serving Best in Radio

The KMBC has again hit the radio jackpot with its new fall-winter lineup of CBS Radio nighttime hit shows.

Running the ’52-'53 CBS Radio program gamut, KMBC listeners will find comedy, both situations and straight; romance that adapts stories of its series; crime and thrill drama; audience participation shows; talent-studying shows and musical variety.

Sunday evening kicks off each week’s star nighttime array at 8 p.m. with Jack Benny and his crew and a new member of the cast, Bob Crosby, replacing Phil Harris. Following at 8:30 are Amos ’n’ Andy; 7:00, Edgar Bergen, Charlie McCarthy; 7:30, Playhouse on Broadway; 8:30, Mr. Keen, and at 9:05 Eileen Farrell and the Longshore Chorale.

The remainder of the KMBC evening listening week finds the following outstanding show lineup:

Monday
7:00 Suspense
7:30 Arthur Godfrey Talent Scouting
8:00 Radio Theater
8:30 Bob Hope Show

Tuesday
7:00 People are Funny
7:30 Mr. and Mrs.
8:00 Life with Luigi
8:30 My Friend Irma
8:30 Davis Day Show
9:00 Dr. Christian
8:30 The Lineup
8:30 What’s My Line

Thursday
7:00 F.B.I. in Peace and War
7:30 Junior Miss
8:00 Gomoku
8:30 Bing Crosby Show
9:00 Our Miss Brooks

Friday
6:30 Moore Mills
8:00 Mr. Chameleon
8:30 Horatio Hornblower
9:00 Radio Theater

Saturday
6:30 Vaughn Monroe Show
7:00 Gene Autry Show
7:00 Tarentum
8:00 Gangbusters

KANSAS CITY’S RADIO MERCHANDISER
Published with the editorial purpose of furthering the resolution, the distribution and
concerning the activities of KMB-CFRM and of the radio industry, our free system of
broadcasting dedicated to serving the home and the nation in peace as in war.

The KMB-CFRM Team

MIDLAND BROADCASTING COMPANY

Arthur E. Church, President and General Manager

George J. Higgin, Vice President and Managing Director

G. L. Watson, Vice President in Charge of Television

Published by the KMB-CFRM Promotion Department

 Harold Starn, Director of Promotion, Editor

Jack Leary, Associate Edition

NATIONALLY REPRESENTED BY

FREE & PETERS, INC.

San Francisco (4)

Atlanta (2)

Fort Worth (4)

Chicago (1)

Detroit (26)

Los Angeles (29)

Hollywood (28)

Cincinnati 1-6333

New York (22)

Dallas (1)

Toledo (1)

Wilson (1)

Hollywood 7-2311

DETROIT (26) HOLLYWOOD (28) ATLANTA (2) FORT WORTH (4) CHICAGO (1) NEW YORK (22)

NATIONALLY REPRESENTED BY

FREE & PETERS, INC.

San Francisco (4)

Atlanta (2)

Fort Worth (4)

Chicago (1)

Detroit (26)

Los Angeles (29)

Cincinnati 1-6333

New York (22)

Dallas (1)

Toledo (1)

Wilson (1)

Hollywood 7-2311

KMBC-CFRM “Vote” Campaign Success

K MB-CFRM’s 5 month campaign “Make the Heart of America Truly American, Register
and Vote” ended November 4 with a mighty surge of activity.

The all-out promotion, begun on May 23, was pronounced a
tremendous success as the KMBC-CFRM area went to the polls en
masse and cast the largest vote in
the history of the district.

The KMBC-CFRM Team came in for its fair share of the credit in the turn-out for
voting as well as being cited by
election officials as being responsible
for the great increase in registration.

In one special three­
day campaign in Kansas City, Missouri, in which KMBC played
major part, 21,900 new
registrants were picked up to
put registration at an all-time
high.

The KMBC-CFRM Team not
only ran its own register and vote
campaign but the resulting success of the
effort with those of the Ballot
Battalion, the NARTB, the Free­
mass Day at 3:15 p.m.

The KMBC-CFRM countertops in food store ads were introduced a new
Yellow Cake Mix via the “Mat­-
ton’s” program.

The KMBC-CFRM area was bound for another run of “phonos” as a result of the campaign and it is
suggested that prominent, adver-
tisements of Duncan Hines Yellow cake mix will make it easier for hundreds of customers
who are looking for the new prod­
uct. “Rhymeline Matinee” is
heard on KMBC at 1:00 p.m., Monday through Friday.

The show went off as scheduled and although this occurred back in September, such

Duncan Hines Plugs New Cake Mix

Duncan Hines who have found “Rhymeline Matinee” a tremen-
dously successful sales aid in their
cake mix are introducing a new
Yellow Cake Mix via the “Mat­
ton’s” program.

Last year’s and the Fourth of July.

The New York Philharmonic­
Symphony, America’s best­known and most distinguished orchestra, is
beginning broadcast during the com­
munity on CBS Radio and
KMBC each Sunday through
the sponsorship of
KMBC-KFRM, Monday through Friday, October 19, at 1:00 p.m., marked the Philharmonic’s
111th consecutive year of con­
certs and the twenty­third­con­
cert appearance on CBS Radio.

Five years ago Dr. Montenier’s
method for liquid and liquid spray
perfume was introduced. It is a
molded polyethylene plastic con­
tainer.

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cert appearance on CBS Radio.
NEW FEATURES ON KMBC-KFRC

With striking Evelyn Lovequist of KMBC-CBS Radio's "Lux Radio Theatre," KMBC-Monday, 8:00 p.m. depicting the life of the famous folk singer, "Mr. Chameleon" will return in New KMBC Time.

A butcher, a baker, a candlestick maker! A king, a sheriff, a newspaper editor, a publisher, a congressman is too remote for CBS Radio's "Mr. Chameleon," a half-hour serial of a thousand faces, as he returned to KMBC Tuesdays, 9:05 p.m.

Karl Svenson is featured in the title role, with Frank Butler as Detective Dave Arnold.

Top CBS Team to Cover '53 London Coronation

Queen Elizabeth's coronation in London on June 2, 1953, a spectacle that will turn the eyes of nearly the entire world to the little island that day, will be covered for CBS Radio by E. G. Murrow, Robert Trout and Lowell Thomas, three of the world's most famous news broadcasters, who will join CBS Radio European Correspondents Edward R. Murrow and Paul Niven in London for the event.

Anchors from Burdwan Palace, along the route of the procession through the streets of London to Westminster Abbey, where the coronation ceremonies will be held, will be CBS Radio Network Correspondents Howard K. Smith, Robert B. Trout, and Edward R. Murrow.

Mr. Trout, Mr. Thomas and Mr. Murrow all covered the coronation of George VI in London in 1937. Their return to London for the 1953 event will be a rare coincidence, a coronation reunion.

Ma Perkins' Marks 5000th CBS Episode

"Ma Perkins," philosophical lumb-lyard operator in Kinsville Center, made her 5,000th visit to the homes of CBS Radio listeners Friday, Sept. 25. Second oldest serial on the air and consistently among the popularity leaders, the story has featured Virginia Payne in the title role since its inception in 1933.

"Ma Perkins" has been sponsored by Proctor & Gamble Company during its entire broadcasting time, almost two decades and a half.

People Today' Load CBS Daytime Programs

"People Today," weekly pocket news magazine about people making headlines stories, paid a recent tribute to its ten most popular daytime radio programs.

The list and their KMBC air times includes: (1) "Arthur Godfrey Time," 9:00-10:30 a.m.; (2) "Rosemary," 9:45-11:00 a.m.; (3) "Romance of Helen Trent," 11:00-12:30 p.m.; (4) "Our Gal Sunday," 11:30 a.m.-1:00 p.m.; (5) "Wendy Warren and the News," 11:00 a.m.; (6) "Big Six," 3:00 p.m.; (7) "Ma Perkins," 3:15-4:00 p.m. (8) "The Golden Light," 4:15 p.m.

"Our Miss Brooks," Kempe's-Crest Take Schedules On Team

Two sparkling new programs make their respective debuts on The Kempe's-Crest Team early in October and are rapidly gaining in popularity in the area. They are "Visitin' Time" (KMBC Mondays 7:30 p.m.-KFRC, Sundays, 3:30 p.m.), "People's Complete Line of Morton's Table Salt," 2:00 p.m., and "People's Complete Line of Morton's Table Salt," 2:00 p.m.

The program is sponsored by the Colgate-Palmolive-Peet Company, and is heard on KMBC early on Friday at 7:30 p.m.

SUCCESS STORY

Shoenbrun Named To Legion Of Honor

For outstanding services in promoting good will between the United States and France, CBS Radio Paris Correspondent David Shoenbrun has been awarded a Chevalier of the Legion of Honor by the French Government, according to a recent announcement from CBS Radio News Headquartes in New York.

Mr. Shoenbrun was awarded the Croix de Guerre by the French Government in 1944 for his services as a U.S. Broadcast Correspondent assigned to the French Army during World War II. At the ceremonies at which he was to be made a Chevalier of the Legion of Honor were held in Paris, Sept. 12.

Morton's, Kempe's-Crest Take Schedules On Team

Bill Davis, proprietor of the Bill Davis Shades and Drapery Shop at Kansas City, Kansas experienced a sudden run away break on the matter that Davis was poised to begin. Davis and others are working on the scene to replace the stolen draperies and the results of selling by radio.

October-November, 1952

Hamlet's prayer "To be or not to be" is depicted in one of the world's famous folk singers, "Mr. Chameleon."
1952 "ROYAL" IS HUGE SUCCESS

Kans. Missouri Editors Visit 'Renfro Valley'

John Lane, Renfro Valley, Ken­
tucky's philosopher and restorer of the historic valley as a “living­
storehouse of pioneer Americans,” was host to editors of the oldest weekly newspapers in the country. The 10-day "Editing Conference" in Renfro Valley, October 3-4-5.

Among those attending were Mr. and Mrs. W. J. Roberts of the Oklahomea. Kansas Independent, and Mr. and Mrs. L. Pr. Leston, of the Liberty, Missouri Progress.

The Conference was planned at part of the National Newspaper Week program.Saluting the weekly newspapers of the nation as a polished and growing strong force, Mr. Lane in­
vited the editors to Renfro Valley for a weekend program of pioneer entertainment and "cracker barrel" talks. Fellow editors on the mutual agenda.

The "Renfro Valley Sunday Morning Gathering" is heard on KMBC, Sunday at 7:30 a.m., and is sponsored by General Foods.

Morrow Receives Annual Air Force Award

The Annual Arts and Letters Award of the Royal Festival of Britain, an­
tion Oct. 2, was presented rec­
ently to Edward R. Morrow, noted radio and motion picture narrator, by General James H. Doo­
little, Flying Fortress commander. The presentation was made in Detroit at the Association’s an­

ual Air Power Dinner banquet. the award cites Mr. Morrow as "the man who has done the most dur­
ting the past year in the field of arts and letters to further public inter­
est in Air Power as an element of our National Defense."

"Gunsmoke" Shares Western Series

"Gunsmoke," western adven­
ture series starring Bill Conrad, as well as to youngsters. can he scripted and performed country following, credited to the "Gunsmoke" western adven­
ture series starring Bill Conrad, as well as to youngsters. can he scripted and performed country following, credited to the<br>

Barronmore Hosts 'Hallmark Playhouse'

Lionel Barronmore, one of the nation’s best beloved drama per­
formers, is the new program host, announcer, and occasional star on CBS Radio’s 1952-53 edition of "Hallmark Playhouse," 8:00­
. 00 p.m. Sunday, KMBC. The pro­
gram was heard Thursday nights last season.

CBS Radio Stations "Amos’N’ Andy” Broadcast 25th Radio Season

"Amos ‘n’ Andy,” two of radio’s most beloved characters, returned to CBS Radio Sunday, Sept. 29, for a new season of Sunday even­
ing half-hour broadcasts.

Freeman Gosden and Charles Correll, the stars of “Amos ‘n’ Andy,” have created more than 100 inimitable characters since their first broadcast March 10, 1928. Gosden plays the beloved Amos Jones, the jovial George "Kingfish" Stevens and sleepy, slow­poe-lightn’ Correll is the eternal Cusanaus, Andrews Boggs Brown, and the dignified Henry Van Porter.

Top Musicians Work "Smith-Shore" Show

When Frank DeVol gives the downbeat on CBS Radio’s “Jack Smith-Dick Shuey.” heard Non-Fri., 10:15 p.m., the music that results over the Wheel of 12 instru­
tumentalists recognized as tops in the music field.

Among those on Sheets Herbert on saxophone, formerly featured with the bands of Tommy Dorsey and Alvino Rey; Ray Linn on trumpet, former­
ly with the Royal Air Force band; Coniff on trombone, ex­arranger for Harry James, and pianist Jack Pleis.

The "Jack Smith-Dick Shuey Show" is sponsored by "Gunsmoke" and Gemble for "Tide.” a must for visitors from the en­
thentic valley as a “living­
storehouse of pioneer Americans,” was host to editors of the oldest weekly newspapers in the country. The 10-day "Editing Conference" in Renfro Valley, October 3-4-5.

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Edward Herron returned to his home town, Decatur, Ill. re­
cently, and was the guest of honor at a mammoth Edward Herron Day celebration.

Highlight of the day was Herr­
on’s return to the stage of the Cozy Theater, where at the age of ten, he gave his first public performance. The comedian will draw the special show at the theater, and the recording was heard on the KMBC Monday through Fri­

tion among young people, 10 to 15 a.m., and is sponsored by the Rexall Drug Co.

Hometown Welcomes Edgar Bergen

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on’s return to the stage of the Cozy Theater, where at the age of ten, he gave his first public performance. The comedian will draw the special show at the theater, and the recording was heard on the KMBC Monday through Fri­

tion among young people, 10 to 15 a.m., and is sponsored by the Rexall Drug Co.
The year 1952 saw top professional honors voted to shows and personalities heard on the KMBC-KFRM Team. The Team, itself, received a special Good Citizenship Citation for its public service work in an intensive get-out-the-vote campaign. KMBC-KFRM's full facilities were devoted to this project. In a fiery broadcast May 23, Bill Griffith announced the campaign and blasted citizens who had not registered to vote. Using the slogan "Make the Heart of America Truly American," the Team continued the project until the polls closed election day.

Griffith, KMBC-KFRM newsman, received Sigma Delta Chi's highest award for Radio Newswriting. The Distinguished Service Award in American Journalism was in recognition of his coverage of the 1951 flood. A jury of veteran, as journalists stated in their citation that Griffith "established new standards of excellence and maturity in the field of newswriting.

The 1952 "Who's Who" list compiled by the trade publication "Radio Daily," after a poll of the nation's radio editors, reads like a KMBC-KFRM program schedule.

Godfrey Top Man
Author Godfrey, who makes numerous national appearances every year, was named Man of the Year in Radio.

Eve Arden, star of the popular comedy series "Our Miss Brooks," was selected radio's Woman of the Year.

The "Jack Benny Program" was named the top comedy show of the year.

Edward R. Murrow was selected the outstanding news commentator of the year in radio.

The "People Act," documentary series narrated by Robert Penn Warren, was named the top children's program, and "Radio Daily Poll," was written and directed by Nina Mark.

Benny, Murrow, and Miss Arden were among the top winners in the Wisconsin State Fair's "People's Choice Poll."

The paper's 77,779 readers voted Benny the most popular radio comedian and Miss Arden their favorite actress. Murrow took third place among news commentators. Another KMBC favorite, Slugg Crosby, topped the popular vote.

Among the many KMBC-KFRM radio personalities to receive awards in recognition of their contributions to good broadcasting were: top news (left to right) Edward R. Murrow, Commentator of the Year; Bill Griffith, winner of Sigma Delta Chi's two honors for Radio Newswriting; John Larkin, who as detective "Perry Mason" was honored for his fearless spotlighting of organized crime; and (center row, left) Eve Arden, star of "Our Miss Brooks," Woman of the Year in Radio. The Good Citizenship Award was received by the KMBC-KFRM Team for its all-out-war-the-vote campaign. "The People Act" series, narrated by Robert Penn War­ren, was selected the best documentary of the year. Jack Benny (lower left) walked off with his coveted comedy award and Arthur Godfrey was named Man of the Year in Radio. Dave O'Neal (lower right) was one of the Team stars who also placed high in Hollywood polls, finishing among the top ten box-office favorites.

DEALER MEETINGS

Radio 1953

Arrangements have been completed for the staging of two more huge dealer meetings in the KMBC Building within the next few weeks. The first will be the Westinghouse Corp., with a big show for their dealers in TV-Playhouses on January 28. On February 2 and 3 the show will hold a similar event.

Radio, 106 million sets, is in the kitchen, bedroom, living rooms and on the lawns. It is in 227 million automobiles.

Radio is comedy, drama, music, sports, news, public affairs. Talk, discussions, politics, and literature. Radio is a metronome which marks the rhythm of American life. Yes radio's here to stay!

MILES & MILES

Irrving Glitnish, who produced and wrote "Inauguration Day—1953," on KMBC-CBS-KFRM Radio, Jan. 20, estimates that he edited 113,000 feet of tape in preparing the broadcast. KMBC-KFRM's Jim Burke made a portion of those 81 miles of tape. Burke's material didn't fall to the scissors—it was used on the big show.

KMBC FAR OUT FRONT

According to the new Pulse, nine of the top eleven nighttime programs are on KMBC. The programs that head the popularity list in the evening lineup are: Jack Benny; Lux Radio Theatre; Amos 'n' Andy; Bergen and Mcac; Gangbusters; Bob Hawk; People Are Funny; Godfrey's Talent Scouts and My Friend Irma.

9 Out of 10 Daytime

Similarly, nine out of the top ten daytime programs are on KMBC. Those leaders in the popularity parade are: Romance of Helen Trent; Our Gal Sal; Noon News and Feed Lot; Charlie McCarthy; Amos 'n' Andy; War­ren; Arthur Godfrey; Dinner Bell Roundup; Lowell Thomas and The Second Mrs. Jerry; Burnett. It was noted with great interest that two of these top ten were local KMBC shows.

44 Firsts

Comparison throughout the new survey with the old shows November 8-11 and December 1-7, 1952, disclosed a favorable reception for KMBC. Ranked with other Kansas City radio stations, KMBC had 44 firsts, 26 second and 2 third, including 4 ties for firsts. The other four local ra­dio outlets had an aggregate of among them of only 27 firsts.

Distribution of Listening

In the distribution among Kan­sas City radio stations of listening homes, KMBC leads morning, afternoon and evening, Monday through Friday, by a wide mar­gin.

Mornings, 6:00 a.m. - noon
KMBC, 28%; Station E, 25%; Station D, 19%; Station B, 18%; Station A, 7%; and others, 10%.

Afternoons, noon - 6:00 p.m.
KMBC, 29%; Station E, 25%; Stations C, D, and B, 18%; Station A, 14%; and others, 10%.

EVENINGS, 6:00 p.m. - midnight
KMBC, 30%; Station E, 24%; Station C, 17%; Stations D, B, and A, 15%; and others, 10%.

According to the new survey, which marks the rhythm of Amer­i­can life. Yes radio's here to stay!
BOB RILEY, HAL HARVEY GET NEW SPONSORS

Three more valuable KMBC-KFRM programs have been re-routed from the availability of recent sponsors. Bob Riley's 6:00 am Markets has been taken over, Harvey and this time for five days.

GLEN AUSPUGER獨立 JOINS KMBC-KFRM SALES STAFF

Glen Rigor Aupspurger is the new local sales representative of the KMBC-KFRM Group. A announcement was made today by George I. Higgin, Vice President and Managing Director of The Group.

Mr. Aupspurger has been a resident of Kansas City since the completion of his military service in 1946. He was a captain in the US Air Force. He has been in radio ever since he came to Kansas City having been an announcer at another radio station here for four years and a member of the sales staff of the same station for two years. Augspurger is the new sales director of America. Zimmerman's unusual collection in the entire pool of material and he will cover the Kansas Cowbelles, members of the newly organizedattery of the American National Cattlemen's Association. The trio is composed of, left to right, Mrs. Walter Broaddus, Mrs. Paul Randall, and Mrs. Lowell Russell. Accompanist is Mrs. Robert Randall. All are from Ashland, Kansas.

WIZIRDE AND PRIZES

Generous by the helpful were given to persons who took part in audacious peculiarities event at KMBC-KFRM's Brush Creek Follies. "Freak Wizardies Night" recently, Wiziarde, well known to Follies fans as Elmer, the clown, is shown with some of the gift items.

BOB RILEY.

from Bureau Insurance divisions of Missouri and Kansas. Riley's 12:30 pm Markets is now under the sponsorship of Trueman Chemical for its famous product of Missouri and Kansas. Riley's programs have been re-routed from the availabilities by Chemical for its famous product of Missouri and Kansas. Riley's programs have been re-routed from the availabilities by Chemical for its famous product. Currently, the Chemist's wife is seen above.

The young men listen to all of the Brush Creek Follies music, and they so state in their letter to the Kansas City Star. The trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan.

CRITIC'S AWARD TO PHILHARMONIC

The New York Music Critics' Circle has voted special citation to Dimitri Mitropoulos and the New York Philharmonic-Symphony for the concert presentation of Darius Milhaud's opera "Christophe Colomb," which had its broadcast premiere Nov. 5, 1929. The Philharmonic-Symphony is a regular 1:30 Sunday afternoon feature on KMBC, sponsored by Willys-Overland Motors.

YOUNG BRUSH CREEK FOLLIES FANS "SOLID" FOR ELMER AND HERBIE

A special award for the most unusual collection in the entire display was voted to Galen Drake for his exhibit of rare books, some of which date back to the early 16th century. Others in the collection are some of the first editions printed in America.

YOUNG BRUSH CREEK FOLLIES FANS "SOLID" FOR ELMER AND HERBIE

The Brush Creek Follies has its fans as far away as Krefylling, Germany. Two avid young fans of Elmer and Herbie, Richard and Roger Gilchrist moved from Kansas City recently to Germany where their father is stationed. The young men found that what they missed most in the move was their friends Elmer and Herbie and they sent a note to the Brush Creek Follies gang. The young men listen to all of the Brush Creek Follies music, and they so state in their letter to the Kansas City Star. The trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan. The Trio is composed of, left to right, Mr. Robert Lee, featured vocalist of The University of Kansas Caravan.
Prospects Tops for Radio In 1953

KFRM Files With FCC for 540 Frequency

Never before has radio been higerly modernized than it is now. And the KMBC-KFRM Team has set a new goal for growth in 1953. KFRM will double its power and operate nighttime as well as daytime if an application is filed with the FCC for granting. Arthur H. Church, President of KMBC-KFRM, announced that a new FCC action adding 540 kilocycles to the broadcast band made the application possible. Mr. Church has worked for many years to utilize the valuable 540 frequency to provide wider radio coverage over the vast Heart of America tender area.

With KFRM operating on 540 kilocycles with 10,000-watt power, the team will rank with the nation's most powerful stations in daytime and nighttime coverage, Mr. Church pointed out. He expressed hope that the FCC would consider granting additional power so that the more powerful transmissions could be used.

Music of the equipment for doubling KFRM's power is on hand, but the new series will be realized after the grant to erect one additional tower and tune the antenna to the new frequency.

If the KFRM application is granted, one of Mr. Church's ambitions will be realized in expanding to a much greater audience the fine informational and entertainment service provided by the KFRM-KFRM team.

Industry Is Strong

Significant indications of the radio industry's soundness and vigor were to be seen in the following facts:

The CBS radio network started 1953 with 10 more affiliates than it had a year earlier.

The number of network sponsors had increased about ten per cent. Major advertisers were reaffirming their faith in the medium by renewing and increasing their sponsorship.

Researchers found that almost every home in the United States has at least one radio. In all, about 158,000,000 sets are in use in this country. Statisticians again showed that the CBS network and its affiliates carried the most-listened-to programs.

AWARDS

(Continued From page 11)

Crosley and Doris Day, both stars of their own CBS shows, were named among the ten most popular performers in the Motion Picture Herald's annual poll of box office favorites.

Elliott Lewis, the man behind the thrills of "Bluemmer," has been voted radio's producer-director of the year by TV-Radio Life Magazine. The publication's 10th annual Distinguished Achievement Award was presented to Lewis January 19.

The contribution of the "Perry Mason" series in the spotlighting of crime and racketeers has qualified it for an award from the Majestic Radio and Television Corp.
BIG CONTESTS HIT AIRWAYS

MOLN looks back on big year

Professional and amateur sports claimed a greater share of the nation’s attention time in 1952 than ever before. In line with this trend, the KMBC-KFRM Team gave increased coverage—and will continue this policy in 1953. CBS network broadcasts and local programs, including many play-by-play re- ports, will assure listeners of well rounded sports diet.

Sam Molen, assisted by Jim Burke, brought the thrill of Big Seven football into thousands of homes through the 1952 collegiate season. A special “Foot- ball Time” broadcast in conjunction with each game featured listeners the only a.m. sum- mation of the big events, the Team reports on one-week trip to Hollywood during the Christmas vacation. Here Nell is shown with her class in dramatics at the James B. Bonham School. The program is heard every Friday at 9 p.m. in Kansas City, 9:30 in St. Louis.

LOUENNA HOSTESS AT INAUGURATION

Louella O. Parsons, noted Hollywood commentator and star of KMBC's "Louella Parsons Show," was chosen to serve as one of the hostesses at the inaugu- ration of President-elect Dwight D. Eisen- hower, D. C., on January 20. She was invited to serve on the hostess committee for visiting en- tertainer stars by Mrs. J. Hunter Drum of Washington. Her 9 p.m. Tuesday evening show is sponsored on KMB-C, Colgate-Palmolive-Peet's Lustere Creme Shampoo.

JO STAFFORD LAUNCHES NEW 5-WEEK PROGRAM ON KMB

CBS on the spot for top new events

New, worldwide dimension was given the KMBC-KFRM coverage of the inaugural of Dwight D. Eisenhower as President Tuesday. "Our Miss Betsy's Most Beautiful Teacher Contest" included a dozen of the nation's most beautiful teachers. A $500 prize was awarded to the winner.

HEART OF AMERICA HAS COMPLETE INAUGURAL COVERAGE VIA "TEAM"

New, worldwide dimension was given the KMBC-KFRM coverage of the inaugural of Dwight D. Eisenhower as President Tuesday. The major portion of the inaugural coverage was sponsored by the Packard Motor Co.

LISTENERS TO TEAM GET CHANCES FOR big prizes

Well over $1,000,000 in prizes are at stake in contests open to radio listeners in the KMBC-KFRM area.

Proctor and Gamble’s Ivory Snow and Camay, sponsors of “Romany,” have announced a competition in the “twenty-five additional words or less” format for the period Jan. 19 through February 16.

A $500 by-installation allow- ance accompanies each day’s first prizes—a complete Crosley all-electric kitchen. The grand prize of $500,000 will be awarded to the best of the 20 daily winners.

Dealers cooperating in this pro- motion will also be able to offer prizes. If a dealer’s customer is a first prize winner he is authorized to add to this prize a maximum of $150,000 from the Ag- gregate fund and a year’s supply of Ivory Snow and Camay to the winner’s other prizes. Proctor & Gamble will reimburse the dealer for the extra amount of the mar- chandise.

Script Content

The Twelfth Annual "Dr. Christian!" Script Competition, paying $500 to $5,000 for scripts selected to be dramatized on KMBC's "Dr. Christian!" will be closed January 17, Jan. 17. The contest, which has awarded more than $130,000 for plays from both amateur and professional writers, will close March 4.

First prize is $2,000, with three $500 prizes for the next best scripts. All other plays selected for dramatization on the "Dr. Christian!" program will win $250 to $350.

For a folder of rules and pro- visions in submitting an entry, contestants should write to Dr. Christian Award, 17 State Street, New York 4, N. Y.

Judges for the script compe- tition will be selected from among literary and theatrical figures. The actual play-by-play dramalax are featured at 7:30 p.m. each Wednesday on KMBC, under the title "The Dr. Christian Award." A $5,000 prize, plus $2,500 prize in the "twenty-five additional words or less" format.

Coronation Trip

The KMBC-KFRM daytime pro- gram famous for fun, music, and prizes, "Grand Slam," has cooked up the grandest prize of all in its six-year history—a glamorous, six-day trip to England for the coronation of Queen Elizabeth.

Two winners, accompanied by a member of their families, will have the royal treat of tea with the Royal Family, dinner at a famous London club and sight- seeing galore.

Over the six year history of "Grand Slam," hundreds of gifts have been awarded. The priz- e can be seen on their daily broadcast.

December 16.

Jo Stafford's "Miss America, Contest of Misses contest are to be selected from among literary and theatrical figures. The actual play-by-play dramalax are featured at 7:30 p.m. each Wednesday on KMBC, under the title "The Dr. Christian Award." A $5,000 prize, plus $2,500 prize in the "twenty-five additional words or less" format.
SCHEDULE FOR HAWN

A special recording of ceremonies in connection with the first shipment of material from Kansas City's Ford Aircraft Plant were broadcast over the KMBC-KFRM Team, Feb. 11. Special events Director Jim Burks handled the program, which included an address by Henry Ford II.

less We Forget

Griffith On Trip

A special recording of ceremonies during the preview run of a new Kansas City-Chicago Burlington "Elephant" was broadcast over KMBC recently. Newman Bill Griffith accompanied officials of the railroad on their trip in the vista-dome coaches.

AIRS FORD TALK

Ceremonies in connection with the first shipment of material from Kansas City’s Ford Aircraft Plant were broadcast over the KMBC-KFRM Team, Feb. 11. Special events Director Jim Burks handled the program, which included an address by Henry Ford II.

Subs For Godfrey

Gerry Moore and Robert Q. Lewis substituted for Arthur Godfrey during a two-week absence. The jocose redhead was on a world tour of U.S. Strategic air command bases with General Curtis LeMay.

SPORTSCASTER NAMED TO RELIGIOUS POST

Red Barber, CBS Counselor on Sports, has been named National Radio Chairman for the 1953 observance of National Sunday School week. It is an all-vitality of radio, Mr. Karol pointed out that for Studios B in Los Angeles, and the Vista Dome, Kansas City. A heavy schedule of radio advertising was often an emotional buy with little attention to cost and coverage and size of audience but with a great deal of attention paid to size of orchestra, stature of star and amount of prestige.

As "radio matured," he continued, "and as its users matured. In their use of the medium, the success of radio was based less on emotion and more on the relationship between audiences and cost."

Radio Introduces New Product

A heavy schedule of radio advertising is credited by the Whitehall Pharmacal Co. with the successful introduction of Kolynos Toothpaste with Chlorophyll. Numerous announcements during "Our Gal Sunday" and "Romance of Hellen Trent" broadsided the new product and explain the special offer.

New Talent; More Air Hours For Team

Additions to the talent staff and a longer broadcast day mean greater listening pleasure on the KMBC-KFRM Team. The Team has added four new artists and is boasting top-notch entertainment to a two-state area for an extra twenty-five minutes each Monday through Saturday.

The new 1:15 a.m. sign-on was effective Feb. 9. The longer broadcast day is opened by one of the newcomers to the Team, Don Kidwell. Don's fifteen minute solo program of western music is followed by a ten minute session with baritone Bobby Lee, also a new staff member. Allen Vaughn and Bud Hunt are the other new team artists on KMBC-KFRM.

Don Kidwell learned to play the guitar while serving in the U.S. Navy during World War II. Later, he won a national talent contest in Washington, D.C., and appeared on a national TV hook-up. After gaining notice as a recording artist, he joined WWDA in Wheeling, W.Va., and starred in that city's "Original Jamboree."

Kidwell in Korea

Don spent more than a year entertaining Allied troops in Japan, Korea, and on Pacific islands. He and his fellow trouper traveled about 300,000 miles—the equivalent of twelve times around the world—during this work.

His baritone voice of Bobby Lee has thrilled audiences from coast to coast. In addition to appearances on Nashville's "Grand Old Opry" show, he has toured the country with such performers as Little Jimmy Dickens and Tim Holt.

His radio debut, at the age of twelve, was on KGGF in Coffeyville, Kansas. For six years he won friends with his presentation of western pleasure to radio and TV audiences throughout the country. In addition to appearances on several radio stations in this area he has won thousands of faithful fans.

Although his career has taken him to all parts of the country, he considers Kansas City his home. His new contract with KM Westen, at 7:30 a.m., Monday, Wednesday, Friday and Saturday (Continued on Page 2, Col. 2).
IT HAPPENED IN THE HEART OF AMERICA

CBS’ Allan Jackson Aids In Disabled Veteran’s Drive

Helping the Disabled American Veterans’ drive for contributions from 40 million U. S. motorists, is CBS Radio newsman Allan Jackson, right. Here he exhibits No. 1 of the special 1965 New York State license plates issued for cars operated by disabled veterans. Standing is DAY’S N. Y. State Commander Francis R. Buono.

Jackson recently returned from a month’s broadcasting swing around Europe that took him right up to Russia’s Iron Curtain. During his movements from one important center to another, he broadcast over special circuits each day on his Monday-through-Friday KMBC-KFPRM program at 5 p.m. On the “hard news” portion of the program, Charles Collingwood substituted for him. The quarter-hour news summary is sponsored by Metropolitan Life Insurance Co.

Two New Sponsors
For Henry Wheat

Two firms with real interest in the weather have taken over the sponsorship of Henry Wheat’s 4:25 a.m. “Weather Forecast.”

The Home Improvement Co. of Kansas City took over the Monday, Wednesday and Friday programs, and Kansas City Custom Garment Co. Tuesday, Thursday and Saturday portions of the popular KMBC-KFPRM program on the theory that Mother Nature’s quirks had a direct bearing on their sales. Wheat’s five-minutes of accurate reporting and humorous comment on weather conditions continues to draw favorable reactions from listeners and Weather Bureau officials.

Benny Makes Plea For Netherlands

Jack Benny, comic star of CBS Radio, spearheaded a nationwide drive to collect funds for flood-stricken Holland. He appealed to Americans to send contributions to the Netherlands-American Foundation, Washington, D. C.

The comedian also visited with President Dwight D. Eisenhower at the White House. Mr. Benny’s 4:25 a.m. Sunday evening show is sponsored on KMBC by Lucky Strike.

"My Friend Irma" Earns $90,000 For March of Dimes With Two Days Work

The 1965 March of Dimes is nearly $60,000 richer because CBS star Marie Wilson repeated her annual offer to work as “secretary for a day” in the office of the highest bidder. Each year the blonde star of “My Friend Irma” makes this offer, with the proceeds going to the anti-polio drive.

This year “Irma” added an extra day to her office schedule to include a bid which arrived too late for the regular “Irma” schedule.

After announcing that the Las Vegas Desert Hotels Committee was the winner of such services with a bid of $32,500, Miss Wilson’s offer was accepted by the producers of Douglas Aircraft Co., Inc. She accepted both bids and worked one day in each place.

The curvaceous actress received a citation from the National Foundation for Infantile Paralysis for her efforts in the fund drive.

Miss Wilson’s offer brought a deluge of bids ranging from two cents to an out-of-this-world offer of $6,000 United Planet Cents. A polio nurse volunteered her day’s salary of $14.

“My Friend Irma,” the blonde, feathery-balded secretary, is the title role of the series sponsored by B. J. Reynolds Tobacco Co.

Hallmark Changes Program Format

A change in content and title of “Hallmark’s Photos Please” has been announced by the program’s producers.

Instead of dramas adapted from published novels, the program’s writers will turn to history and original dramas dealing with the lives of little-known or wholly unsung heroes of the American past.

The program’s new name will be “Hall of Fame.” The show is heard on KMBC at 5 p.m. each Sunday, under the auspices of the Hallmark Greeting Card Co.

More Honor to Molen

For the third successive year, KMBC-KFPRM Sportscaster Sam Molen has received an offer of $26,000 from the state’s chief executive. Mr. Phil Donovan, “Irma” stars and other members of the KMBC-KFPRM staff were in Jefferson City under the auspices of the Missouri Farm Bureau. From left to right are, “Idaho”, “Monty”, “Cap’n Ray”, “Pete”, “Drake” and Mr. Molen’s.”

BING CROSBY

The comedian also visited with President Dwight D. Eisenhower at the White House. Mr. Benny’s 4:25 a.m. Sunday evening show is sponsored on KMBC by Lucky Strike.

BING CROSBY

Freckle-faced Jimmy Boyd, singer, guitarist and recording star was a guest on the March 5 "Bing Crosby Show." The youthful talent-tale picked up a neat bit of pocket money and thousand dollars because CBS Radio, spearheaded a nationwide drive to collect funds for flood-stricken Holland. He appealed to Americans to send contributions to the Netherlands-American Foundation, Washington, D. C.

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Facilities Unlimited Swings Into Second Big Year

"Facilities Unlimited," Entertainment Engineers, the newest division of Midland Broadcasting Company has experienced a tremendous surge of activity during the past few months. The unique service instituted a year ago, is the only one of its kind in Kansas City and offers KMBC Building facilities and station personnel for use in "meetings" of any kind. Facilities Unlimited is carrying out a plan whereby any business, firm, organization or promoter can hold any manner of function using as many or as few of KMBC's facilities or staff as they wish or feel necessary to make a successful convention, exhibition, sales meeting or stage presentation.

Stepped-up Activity
Because of the ideal set-up in the KMBC building, "Facilities Unlimited" fell heir early this year to the Westinghouse Show and the Seriel Show, both "kinds" dealer meetings with their own traveling musical comedy units. The agenda of events for April is particularly heavy:

April 3—Sheffield Shrine Club, 8:00 p.m.
April 4—Brush Creek Follies, 8:00 p.m.
April 5—Augustana Choir, 8:30 p.m.
April 11—Ballet adaptation of "A Street Car Named Desire," 8:30 p.m.
April 12—Grand Ole Opry, Jimmie Dickson
April 15—Guy Lombardo Show, 8:20 p.m.
April 16—Brush Creek Follies, 8:00 p.m.
April 19—Catholic Youth Organization Variety Show, 8:00 p.m.
April 21—Madison, Iowa, School Children Sponsored Tour, 8:30 p.m.
April 22—Brush Creek Follies, 8:00 p.m.
April 28 and 29—Electric Association of Kansas City Concerts. Three men for Facilities Unlimited are James McConnel and George Bailey. Costs of the service depends entirely upon the facilities and personnel needed to carry out such particular project.

In the premiere performance of the series, "Bakers' Theatre of Stars," Autolite, "Suspense" and CBS Radio's "The Saturday Evening Post" departed from its centuries-old tradition and used a photograph on the cover for the first time. The occasion was the beginning of an eight-article series on Der Bingle's life. For twenty thousand miles, Saturday Evening Post editor Pete Martin followed Bing with a tape recorder. The beloved singing star talked, remembered and reminisced for over half a million words. And Bing's words told the fabulous story of a fabulous career. Titled "Call Me Lucky," it is the May of Palm Springs, California, short-rut. Their 7:30 Sunday evening show on KMBC is sponsored by Philip Morris.

Jo Stafford Sells "Miracle Of America"
"Miracle Of America," CBS Radio star Bing Crosby has received a singular honor from one of the nation's oldest and most respected publications. The world-famous Saturday Evening Post departed from its centuries-old tradition and used a photograph on the cover for the first time. The occasion was the beginning of an eight-article series on Der Bingle's life. For twenty thousand miles, Saturday Evening Post editor Pete Martin followed Bing with a tape recorder. The beloved singing star talked, remembered and reminisced for over half a million words. And Bing's words told the fabulous story of a fabulous career. Titled "Call Me Lucky," it is the May of Palm Springs, California, short-rut. Their 7:30 Sunday evening show on KMBC is sponsored by Philip Morris.

Leading Players Are
Leaving Citizens
"My Little Margie," CBS Radio's Sunday night comedy series starring Gale Storm and Charles Farrell, is probably the first program in radio history to feature two bona fide mayors. Gale Storm, of the title role, has just been elected Mayor of Van Nuys, Calif., after having turned down the nomination several times.

Jo Stafford is the Mayor of Palm Springs, Famous California desert resort. Their 7:30 Sunday evening show on KMBC is sponsored by Philip Morris.
MRS. WITTE ... near Cunningham. Mrs. Westover is the wife of a San Diego building contractor.

KMBC-KFRM listeners heard Mrs. Witte in an interview with Ben Johnson on the "Happy Home" program shortly after the winners' names were announced. "Grand Slam" is sponsored by General Foods.

HAPPY HOME OPENS SAFETY SERIES

A hard-hitting safety campaign is being conducted by KMBC-KFRM "Happy Home" program. Ben Johnson has always emphasized the toll in lives, homes, dollars, and tragic claim each year. Recently he noticed an increasing alarm on the part of the thousands of women who listen to (and write to) the "Happy Home.

Three women, many of them mothers, pointed to the sudden upsurge of traffic accidents in the Heart of America. Bea started developing a program and more than safety. As a result, she has been named to the Women's Committee of the Kansas City Safety Council. In addition to the broadcast time she devotes to this important work, Bea has been called on to address Parent Teacher Associations, women's club, and other civic organizations.

When Kansas City's Mayor recently organized an Emergency Safety Committee, Bea invited the group to participate in a "Happy Home" broadcast. Bea has also interviewed on the air the Kansas City City Parent Teacher Association.

As part of its extensive campaign to make the Heart of America a safer place to live, Bea Johnson interviewed the Mayor's Emergency Safety Committee on a recent "Happy Home" broadcast. She opened the show with a brief recap of the significant events of the week. Bea then turned her attention to the "Happy Home" winners and the award program. The winners are selected each Saturday by the public, according to the terms of the contest. The winners receive an all-expense free trip to Paris and other points.

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The third consecutive report by The Pulse, Inc., shows audiences in metropolitan Kansas City place KMBC first in listening preference. The station ranked first in the ratings for the entire period of the 18-hour broadcast day. It claimed second place in 20 periods.

CBS programs have filled the top 10 daytime and the top 10 nighttime spots in two recent National Nielsen Ratings. The Pulse, Inc., network also recently swept 23 of the top 29 positions nationally, the first time any network has scored so overwhelmingly.

This amazing record means program listen- ers have voiced an enthusiastic vote of approval for the programming of KMBC and CBS. It is not surprising that sponsors place their merchandising problems in the hands of broadcast ers who have proved their ability to get results. For ex­ ample, they are investing 28% more dollars in CBS time than that of any other network.

Ninth Birthday
"Rosemary," the popular day­ time serial story of modern mar­ riage, has entered its 10th year on CBS Radio. The KMBC-KFRM drama is sponsored by Proctor and Gamble for Ivory soap.

Gentlemen: The_-KFRM Team
KMBC Building
11th and Central
Kansas City 5, Mo.

Secretary: Staff Member;
Honors also to Members of Families

A six-year scholarship to study law at the University of Kansas has been awarded to Jerry Grantham, KMBC-KFRM employee. “Victor Wilson” scholarships, covering all tuition, fees and supplies, are granted to two graduating high school seniors each year. Applicants must submit their entire academic record for approval by the Federal Communications Commission. They must qualify in a series of tests.

Miss Virginia Storm, daughter of Harold Storm, director of sales promotion for KMBC-KFRM, will study at the Kansas City Conservatory of Music next fall under the terms of a scholarship awarded recently. Bartun Church, a son of Dr. Charles Church, Jr., director of research and education for KMBC-KFRM, is spending the summer in Europe. The Barnes Foundation is underwriting the trip with an art-study fellowship.

Another of Dr. Church’s sons, Frank, will enter Graceland College to continue his study of mu­ sic in September. A scholarship awarded annually by the Inde­ pendence, Mo., Music Club has been presented to him.

Milk Producers Sign Leathers’ “Farm Facts”

The Pure Milk Producers Asso­ ciation now sponsors the Mon­ day, Wednesday and Friday broadcasts of KMBC-KFRM’s “Farm Facts.” The program, fea­ turing Jim Leathers, associate director of the Team’s Thousand­ acre Service Farms, is heard at 6:05 a.m.

12:55 P.M. News With Farmer to Budweiser

Asher-Beer have taken ev­ er sponsorship of the 12:55 p.m. Dinner Bell News Final on KMBC-KFRM with John Farmer for Budweiser Beer. The KMBC-KFRM segment, from 15 to 18 e’clock daily, of which the Dinner Bell Final is a part, rates in the top ten daytime programs ac­ cording to the latest Pulse sur­ vey. John Farmer is News Di­ rector of The Team.

Nearby a quarter of a century of pioneering in visual broadcasting has been completed by Arthur B. Church. He was one of the first to see that combined sound and picture would have enormous audience appeal and would offer advertisers an effective new medium. Early experiments with hand-made equipment produced images of postcard size. Now, the latest and best facilities are being rented for use by KMBC-TV. Radio experience in programming for the Heart of America and the availability of CBS-TV shows assure listeners of top-notch entertainment on Channel 9. Much of the equipment is already in Kansas City. Shown are (lower left) a complete mobile unit; (upper right) an “inter tel” test telecast; and (lower right) technicians at work in the KMBC-TV studios.
Farm Directors Meet in Kansas City

Sponsors Combine Backing
To Present Trio of Favorites

These sponsors have joined forces to present a trio of favorite CBS programs on the KMBC, Proctor & Gamble, The Nellie Co., and Enso-Scott and Brevne are co-sponsoring “Fin in Peace and War,” “Meet Millie,” and “Mr. Keen, Tracer of Lost Persons.”

Lava, Lilt, Nescafe, and Brylcreem are the featured products. The “PBi” mystery series, KMBC, 7:00 p.m., Thursdays, is based on a book by Frederick L. Collins, an authority on the techniques of government agents. The training and teamwork used in solving crimes are stressed.

Elena Yerigea stars as feathery-brained secretary Millie Brann in the “Meet Millie” series on KMBC every Friday at 7:30 p.m. Her employers and family get caught regularly in her ill-planned and ill-foreseen schemes. However, there is always a comical solution.

On the air for the past 16 years, “Mr. Keen, Tracer of Lost Persons,” KMBC, Sundays, 8:00 p.m., dramatizes the adventures of a soft-spoken man with remarkable deductive powers.

Sponsors

Caroline Ellis Honored on 20th Anniversary

Two decades of broadcasting were recently completed by Caroline Ellis, KMBC-KFRM’s “women’s director emeritus.” Known to thousands as a network and radio star, she had seventeen careers in three other fields before seeing the possibility of selling vast quantities of merchandise via the airways.

Her masterful farming, newspaper journalism, and department store retailing, radio, however, won her recognition and satisfaction that none of the other fields could have supplied. Her broadcasts aimed at the women’s market have proved to be among the most successful sales package in the nation.

“aroline Ellis, which Caroline writes and which has brought the classics to life for generations of youngsters, continues to win awards. Latest recognition for the program, new part of the KMBC-KFRM School Saturday, was by the Institute for Education by Radio and Television.

The show, produced in cooperation with the Kansas City Public Schools, rounds second in the international competition for broadcasts designed for in-school use by intermediate grades.

Godfrey Undergoes Surgery for Hip Injury

Arthur Godfrey turned over his headphones and microphone to Robert Q. Lewis after deciding to continue his job to repair the affects of hip injuries suffered some 20 years ago. The operations are designed to increase mobility of the hip joint. Godfrey expects to be back on the job in July.

Lewis is substituting in the five-a-week “Arthur Godfrey Line” series and Garry Moore is emceeing the Monday evening Talent Scout programs.

Gene Autry Organizes Tornado Benefit

CBS Radio star Gene Autry organized a benefit tour for victims of the recent Texas tornado. He assembled a tremendously- wide-Christmas group from his own staff and from other networks. Money collected by the group was presented to the President’s Committee on White House_hop assistance.

From an entertainment and information standpoint, the KCMC-KFRM School Service Farms are the featured products. The “PBi” mystery series, KMBC, 7:00 p.m., Thursdays, is based on a book by Frederick L. Collins, an authority on the techniques of government agents. The training and teamwork used in solving crimes are stressed.

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Her masterful farming, newspaper journalism, and department store retailing, radio, however, won her recognition and satisfaction that none of the other fields could have supplied. Her broadcasts aimed at the women’s market have proved to be among the most successful sales package in the nation.

“The Magic Book,” which Caroline writes and which has brought the classics to life for generations of youngsters, continues to win awards. Latest recognition for the program, new part of the KMBC-KFRM School Saturday, was by the Institute for Education by Radio and Television.

The show, produced in cooperation with the Kansas City Public Schools, rounds second in the international competition for broadcasts designed for in-school use by intermediate grades.

Godfrey Undergoes Surgery for Hip Injury

Arthur Godfrey turned over his headphones and microphone to Robert Q. Lewis after deciding to continue his job to repair the affects of hip injuries suffered some 20 years ago. The operations are designed to increase mobility of the hip joint. Godfrey expects to be back on the job in July.

Lewis is substituting in the five-a-week “Arthur Godfrey Line” series and Garry Moore is emceeing the Monday evening Talent Scout programs.

Gene Autry Organizes Tornado Benefit

CBS Radio star Gene Autry organized a benefit tour for victims of the recent Texas tornado. He assembled a tremendously-wide-Christmas group from his own staff and from other networks. Money collected by the group was presented to the President’s Committee on White House_hop assistance.

From an entertainment and information standpoint, the KCMC-KFRM School Service Farms are the featured products. The “PBi” mystery series, KMBC, 7:00 p.m., Thursdays, is based on a book by Frederick L. Collins, an authority on the techniques of government agents. The training and teamwork used in solving crimes are stressed.

Elena Yerigea stars as feathery-brained secretary Millie Brann in the “Meet Millie” series on KMBC every Friday at 7:30 p.m. Her employers and family get caught regularly in her ill-planned and ill-foreseen schemes. However, there is always a comical solution.

On the air for the past 16 years, “Mr. Keen, Tracer of Lost Persons,” KMBC, Sundays, 8:00 p.m., dramatizes the adventures of a soft-spoken man with remarkable deductive powers.

Sponsors

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Some 2600 fans of radio and recording star Don Kidwell witnessed his wedding recently to the former Miss Jo Ritchie. The popular KMBC-KFPM singer was married on the stage of the TV Playhouse during a regular Saturday night performance and broadcast of the “Brush Creek Follies.”

His bride of Wheeling, W. Va., met Kidwell when he was employed by radio station WWVA in that city. He appears regularly on several KMBC-KFPM shows, including his own program at 6:30 a.m. Monday through Saturday. His latest MGM record release is “I’m Movin’ to Tennessee.”

A veteran of wartime naval service in the Pacific, Kidwell returned to that area after the war as the head of a troupe entertaining Allied servicemen. His group traveled more than 500,000 miles in Japan, Korea and other areas in the Far East Command. He has also appeared on “Grand Ole’ Opry” and was starred in Wheeling’s “Original Jamboree.”

Team Campaigns For Traffic Safety

More than a thousand safety announcements were scheduled on KMBC-KFPM during an intensive four-week campaign to make the Heart of America a safer place to live. In addition, locally originated broadcasts stressed traffic safety as often as possible.

The saturation-type crusade usually consisted of a series of spots rotated in the radio commercials and tie-in displays are increasing that closer checks on stocks are certain to be vastly accelerated.

The main items Menen’s are rotated in the radio commercials are the Spray Deodorant for men, the Skin Bracer and the Mennen Shave Creams — lather regular, brushless and lather menthol. The happy couple cut the eighteen-inch-high wedding cake in an onstage reception that followed the marriage. (All photos by KMBC staff)

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Mennen Assumes Three-A-Week Sponsorship of “Coffee Cup News”}

Hand in hand with heavy across-the-country use of hard-hitting magazine advertising space, Menen — maker of the well-known line of men’s toiletries — announced the continuation of its sponsorship of KMBC-KFPM for intensified radio advertising.

Mennen now sponsors “Bill Griffith and the 7:15 a.m. News,” every Tuesday, Thursday and Saturday, reaching men in the early morning when they are getting ready to go to work and are conscious of things used for grooming.

What this means to the merchant is that sales volume of Menen toiletries is certain to be vastly accelerated.

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It is reported that dealer-radio tie-in displays are increasing turnover of these products and that closer checks on stocks are essential as a result of this thin schedule on KMBC-KFPM.
Molen Booms Beer
Sales for Hamm's

"Sports Quiz With the Experts" will continue through the summer months, the Theo. Hamm Brewing Co. has announced. The KMBC-originated show is a "natural" for the warm period ahead, station and sportswriter representatives agreed.

The panel type quiz show, featuring KMBC sports commentaries Sam Molen and a group of sports authorities, is heard at 8 p.m. Tuesdays. The show has been paid to be a hit with listeners and retailers, and it has given a chance to test their sports knowledge. The half-hour session is tape recorded during the meeting of one of the civic clubs in the Kansas City area. It is broadcast each Wednesday at 7:15 p.m. over KMBC.

Molen elicits questions at the panel members. If they fail to answer, members of the host club get a chance to try. The questions are supplied by listeners, who receive a case of Hamm's beer if their panelist is used.

No rookie as a beer salesman, Molen has been presenting KMBC's 9:40 p.m. "Parade of Sports" for Hamm's since April 10, 1950.


During the first thirteen weeks of "Sports Quiz With the Experts" those organizations have participated.

Advertising and Sales Executives Club
Exchange Club
Center Veepa
Junior Chamber of Commerce, R. C., Mo.
Junior Chamber of Commerce, Missouri state convention.
Metro Club
Alcohol Lobby Club
Chamber of Commerce, Leu's Summit, Mo.
Cosmopolitan Club
Rotary Club, K. C., Kan.
Highway Carriers Asso.
Allied Food Club

"Give and Take" Opens Contest to Listeners

Listeners across the nation now may compete by postcard in the weekly jackpot question asked by a guest celebrity on CBS Radio's "Give and Take," starring John Reed King. Impromptu contestants have been eligible. The program is sponsored on the KMBC-KFRM Team at 9 each Saturday morning by Cannon Mills, Inc., makers of hosiery, sheets and towels.

Vaughn Monroe Receives Carnegie Tech Plaque

Carnegie Tech alumni present a recognition plaque to Vaughn Monroe at a banquet in his honor following a recent broadcast of his "Dutchy Monroe Show" from Pittsburgh, Pa. Vaughn Monroe Enterprises Co. sponsors the traveling program on KMBC for Camel Cigarettes.

"Our Gal Sunday" is Weekday Favorite

Most listeners to CBS Radio's "Our Gal Sunday" know the characters of the five-a-week drama better than they do their next door neighbors. Now in its 17th year of broadcasting, the life story of an American girl who married into British nobility is one of the top-ranking daytime serials according to national surveys.

"Our Gal Sunday" is heard at 8 p.m. Tuesdays.

Johnny $, Sleuth

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