

the transaction is completed, each of the properties will be operated in the usual course by their present owners."

Mr. Church, in a separate statement, said:

"Mrs. Church and I decided to sell for reasons of health. We are glad that KMBC-KFRM and KMBC-TV will be controlled by Kansas City people, and that the great broadcasting property we have built in Kansas City during the past 33 years will continue as a Kansas City institution. We plan to maintain our home and other business interests in Kansas City. We are retiring from the fascinating but arduous radio-tv stations operations field."

Mr. Church has been in radio since 1914, when he studied electronics at Dodges Institute, Valpariso, Ind. While attending Iowa State College he made spare money by organizing classes for commercial radio operators. During World War I he was a Signal Corps radio instructor and in 1923 he founded Central Radio School, Kansas City.

Started Station in 1921

He started a broadcast station in Kansas City in 1921, receiving a license in 1922 with the call letters WPE, later changed to KFIX. He sold the station to the Reorganized Mormon Church which moved it to Independence. Midland Broadcasting Co. took over KFIX in 1927, changing call letters to KMBC and assigning Mr. Church the task of building up the



NEW OWNERS of WHB Kansas City will be Todd Storz (l), vice president-general manager, and his father, Robert H. Storz, president of KOWH Omaha.

operation of the Kansas City radio outlet.

For many years since NARTB's predecessor, NAB, was organized in 1922, Mr. Church has served as a director and has been a member of many committees.

STORZ FAMILY OF OMAHA ACQUIRES WHB KANSAS CITY IN MERGER DEAL

Payment for the station is \$400,000 in cash and \$40,000 of accounts receivable.

RADIO operations of the Storz family, of Omaha, will be materially expanded when FCC approves their purchase of WHB Kansas City from Cook Paint & Varnish Co., which last week acquired KMBC-AM-TV Kansas City (see story above).

Robert H. Storz, president of KOWH Omaha, and Todd Storz, his son, who is vice president and general manager, will acquire WHB for \$400,000 cash and in addition pay cash for about \$40,000 of accounts receivable.

They are purchasing the WHB am radio facilities and contracts for sale of radio time from WHB Broadcasting Co., Cook's wholly owned subsidiary. The purchasing firm, Mid-Continent Broadcasting Co., will retain the WHB call letters.

100% Owners

Messrs. Storz own 100% of Mid-Continent. They will acquire all real and tangible property owned by WHB Broadcasting Co. which is used for commercial operation and maintenance of WHB-AM, plus all contracts and leases.

The WHB headquarters will be continued in the Scarritt Bldg., for the time being, at least. WHB-TV had no studio facilities in the building.

WHB is a Mutual network affiliate. No statement was made about the affiliation plans of the new owners.

The elder Storz, president of Mid-Continent, is 55 years old. He has long been active in Omaha business and civic affairs. He is vice president of Storz Brewing Co.; director of Omaha National Bank and Union Stockholders Co.; past president of the Chamber of Commerce, Industrial Foundation and Mfrs. Assn., all of Omaha. He and his son, Todd, 30,

bought KOWH five years ago from the *Omaha World Herald*. It is a daytime station, operating with 500 w on 660 kc. They bought WITX New Orleans (1450 kc 250 w) last August. Todd Storz has been in broadcasting a number of years, serving in Atlanta, Hutchinson, Kan., and Omaha.

WKY-TV Now Colorcasting Regular Commercial Show

WKY-TV Oklahoma City, which received its first color tv camera March 21 [B•T, March 29] and its second two weeks ago, broadcast a commercially-sponsored colorcast last Wednesday, P. A. Sugg, station manager, announced last week.

Sponsored by Dulaney's, local RCA distributor serving Oklahoma and the Texas Panhandle, the commercial colorcast presented a half-hour of variety.

Beginning today (Monday), WKY-TV plans a regular live colorcast Monday through Friday from 1 to 2 p.m. It will be the regular *Cook Book* program, starring Sibyl Johnson, WKY-TV home economist, Mr. Sugg said.

Color Quality Reports

AS a service to set owners and dealers in the New Haven area using color tv receivers, WNHC-TV New Haven is giving information as to picture quality of all color programs it transmits. On all color programs originating from NBC-TV or CBS-TV, a station spokesman said last week, a slide will be used over which a WNCH-TV announcer will report the quality of the picture as it leaves the station transmitter. This service is designed to indicate to the viewer the possible source of any faulty reception.

Sjogren Named Assistant Head of WMAQ-WNBQ (TV)

APPOINTMENT of Henry T. Sjogren, business manager of NBC owned-and-operated stations and of NBC Spot Sales Division, as assistant general manager of NBC-owned WMAQ-WNBQ (TV) Chicago was announced last week by Jules Herbuveaux, general manager of the stations.

Mr. Sjogren joined NBC as controller of the radio network in 1949, and in 1952 was appointed business manager of the owned-and-operated stations division. He previously had served in executive capacities with the Sonotone Corp., Johns-Mansville Corp. and Deering Milliken Corp.

Thomas S. O'Brien has been named to succeed Mr. Sjogren as business manager for NBC owned-and-operated stations and of NBC Spot Sales. Mr. O'Brien, who formerly was assistant to Mr. Sjogren, became associated with NBC in June 1952. Previously he had been in the comptroller's office of the Socony Vacuum Oil Corp.

WADK Business Up 44%

WADK Newport, R. I., has proof of the "overwhelming acceptance of daytime radio" in that city, with the first quarter of 1954 showing a 44% increase in local and national business over the same period last year, Milton E. Mitler, president, has announced. Mr. Mitler bought WADK in 1953.



HAROLD ESSEX, vice president and general manager of WSJS-TV Winston-Salem, N. C., points to a GE color receiver which the station used for a closed circuit showing of NBC-TV's *Easter Parade* and *Frontiers of Faith* programs Easter Sunday to a specially-invited group of civic leaders. The NBC signals were "jeeped" into the set from the regular incoming microwave circuit which delivers network programs to the station. Modification of WSJS-TV equipment for network color is underway and should be completed well in advance of the previously announced date of July 15, Mr. Essex said. Shown with Mr. Essex are Phil Hedrick (c), WSJS-TV station operations manager, and F. A. Finley, Winston-Salem manager of the Southern Bell Telephone & Telegraph Company.