

## KMA's Ed May Reunites Mother and Children

"MOTHER reunited with four sons for Christmas," was the way the newspapers carried the story, but the reunion of Elsie Mae Rhoades Hill with the four sons she had not seen in five years actually was instigated by Edward May of KMA Shenandoah, Iowa.

The story began on Dec. 21 when Mrs. Tom Woods of Shenandoah telephoned a plea to Mr. May for help in reuniting her daughter and her daughter's sons for Christmas. The daughter had disappeared at a dance in 1949, leaving the four boys to be reared by their grandmother. When the grandmother appealed to Mr. May, she was bedfast with a broken ankle and was still recuperating from a cancer operation.

Using the facilities of KMA and its companion KMTV (TV) Omaha, and with the aid of the Omaha Associated Press Bureau—which filed the story on a national wire—the story caught on country-wide.

On the morning of Dec. 23, the missing mother walked into the offices of the *New*

*York Post*. With Mr. May underwriting the expenses and with the help of CBS in securing hard-to-get pre-Christmas plane reservations out of New York, Elsie Mae and her husband, David Hill, were winging to Omaha that evening. They boarded KMA's private plane at Omaha for the 60-mile flight to Shenandoah, arriving the morning of Dec. 24.

At the Shenandoah airfield, the couple was met by the grandmother, the four boys and Mr. May, who had thoughtfully armed himself with Christmas gifts for the mother to present to her sons. Throughout the flight homeward, the couple was interviewed by newsmen, radio and tv reporters.

Plaudits have rolled in to KMA and to Mr. May. One which the station considers typical came from WSM Nashville. It read:

"Thanks for restoring [the children's] faith in Christmas and congratulations on such a fine job. We are proud to be in the same business with such fine people."



MR. SHARPE

MR. ARMSTRONG

becomes vice president and general manager of the station. George W. Armstrong, formerly WHB manager, is now vice president and general manager of WHB.

Mr. Robert Storz stated that, "the new alignment of officers of the corporation was instituted so that the company's continued and expanding growth would be insured."

## Eureka Stations Off Air For Hour After Earthquake

EUREKA, Calif., radio-tv stations were off the air about an hour Dec. 21 as an earthquake rocked the locality, according to William B. Smullin, president of KIEM-AM-TV. Some damage was caused at the transmitting plant, he said.

The studios and offices in the modern station building, which also houses Pacific Telephone & Telegraph Co., were undamaged due to modern construction, but other structures in the area were seriously damaged. KIEM-AM-TV were put off the air by power failure, Mr. Smullin said, with power returning just as emergency generators went into action. KHUM was off during the power shutdown.

Rumbles of the quake were broadcast later in the day by KIEM from a tape that was being made on a home recorder by a Eureka girl.

KIEM's towers were not damaged. Two after-shocks did not cause serious damage.

## KCOR Construction Underway

CONSTRUCTION of a modern two-story building for KCOR-AM-TV San Antonio, Tex., is underway, according to Raoul A. Cortez, president. Estimated cost of the land, building, and RCA television equipment is approximately \$400,000. Ch. 41 KCOR-TV, with target date in April, will have a 406-ft. tower.

## Shapiro Back to WFAA-TV

MIKE SHAPIRO, tv representative in the Chicago office of Avery-Knodel Inc., has returned to Dallas as commercial manager of WFAA-TV, effective Jan. 1. He had been local sales manager of WFAA-TV in 1951, later becoming assistant manager of KDUB-TV Lubbock, Tex. His radio experience includes posts at KTXL San Angelo and KECK Odessa, Tex. He assumes the WFAA-TV duties of Terry Lee, assistant manager, who has become vice president-general manager of KOVR (TV) Stockton, Calif.



MR. SHAPIRO

## WFAA-TV Boosts Rates

RATE CARD No. 10, increasing rates for the first time since Jan. 1, 1954, has been issued by WFAA-TV Dallas, Tex. The new card, effective Jan. 1, represents an average increase of 10.74%, the station reports, although most daytime and late evening rates have not been raised. Class A base hourly rate is \$900; Class B \$500, and Class C \$250. Card No. 10 also includes rates for participating announcements in the three time periods. WFAA-TV reports that in the past year the number of tv sets reached by its signal has been boosted 33.8%, to about 415,000 sets. This has been attributed to the ch. 8 station's power increase to 274 kw.

## Good Music Unit Moves

GOOD MUSIC Broadcasters Inc., joint sales organization for Good Music radio stations, has moved into new headquarters at 6 E. 39th St., New York 16. The organization formerly was located at WQXR there. Raymond Green is president and founder of GMB.

## Mid-Continent Broadcasting Appoints New Officers Slate

MID-CONTINENT Broadcasting Co.'s (KOWH Omaha, Neb.; WHB Kansas City, Mo.; WTIX New Orleans) board of directors has announced the appointment of new officers. Robert H. Storz, formerly president of the



ROBERT STORZ

TODD STORZ

firm, has been named chairman of the board. Todd Storz, who has been vice president and general manager, was moved up to president.

Virgil Sharpe, previously manager of KOWH,



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