

*The Blue Book*

OF

K

M

B

C

*First*

IN THE HEART  
OF AMERICA

KANSAS CITY



## THE HOME OF KMBC

The Pickwick, Kansas City's largest hotel, with which is combined the world's largest Bus Terminal. Inset is sketch of building on the roof, occupied exclusively by the KMBC studios and offices.







Friends of KMBC:—

In meeting the manifold responsibilities and obligations of a radio station to its listeners KMBC has endeavored to maintain its leadership through constant improvement of technical equipment, programs and service.

A year ago we moved to our beautiful new quarters atop the Pickwick Hotel and since that time have been host to literally tens of thousands of our friends. It was with the thought that many of you would like a picture memento of your visit that the Blue Book was conceived and we sincerely hope that it will prove equally as interesting to all who have not had the opportunity of paying us a personal visit.

I would like to treat your order for the Blue Book of KMBC as an expression of appreciation from you for the things we are trying to do for the Middle West radio listeners and to pledge a continuation of our efforts to bring you the best on the air at all times.

Arthur B. Church  
Vice-President and General Manager





## Friends of KMBC:—

Prompted by a vision of Kansas City's present and future greatness, KMBC was organized. Steadfast in the belief that the district was worthy of a radio station having no other interests than radio broadcasting, no effort has been spared to build a station that would live up to its associations.

Kansas City is the capital of the Tenth Federal Reserve District, which district for the year 1927 showed an increase of **THREE AND ONE HALF BILLION DOLLARS** in new wealth. The following November our company was incorporated.

Kansas City is the gateway to the Great Southwest. And in its intensive area of fifty miles it has a population of over a million, owning well over a hundred and twenty thousand radio sets.

For the measure of progress we have attained, we thank you, realizing as we do that the life blood of our success comes throbbing from the Heart of America. And so it gives us pleasure in presenting the Blue Book of KMBC, the record of our achievement.

*F. B. Blair*

F. B. Blair  
President





MILDRED M. WHITING  
Secretary



C. R. SMITH, Director  
President Smith Motor Co., Independence, Mo.

## The Story of KMBC



Almost eighteen years ago a young Iowa lad finishing his last year in High School became interested in telegraphy and radio through study of physics. In 1914 he built his first radio station, 9 WU, for amateur communication purposes. During the years that followed he pursued the study and practice of radio communication professionally, his experiences including an enlistment period in the Army teaching radio to thousands of men who "went across." Returning from the service, he shortly founded at Kansas City the Central Radio School which in 1920-21 continued his experiment in radio telephony and began broadcasting programs to a very small audience consisting almost entirely of radio amateurs and experimenters.

In April, 1922, the "young lad from Iowa," Arthur B. Church, received from the United States Department of Commerce a broadcasting station license authorizing the use of call letters WPE. Thus came into being the first specially built broadcasting studio in the middle west. (See Page 27)

Fascinating is the story of the evolution of this station with its 20 watts power in 1922 now KMBC, operating nineteen hours daily with 1000 watts, and of the man who has constantly directed its destinies. In the small space allotted, this article can mention only the acquisition of the station by the Reorganized L. D. S. Church which operated it with call letters KLDS from July, 1923, to June, 1927, and the subsequent purchase by the Midland Broadcasting Company. This organization, a Missouri corporation engaged in the broadcasting business exclusively, has as its stockholders well known Jackson County business men including Mr. Church, who is the active head of the station.

KMBC—"Midland Broadcast Central"—is the present culmination of Mr. Church's dreams for a station of the very highest type to serve the people in the Kansas City territory. His



success has been acknowledged by others in his profession, electing him three times to the Board of Directors of the National Association of Broadcasters.

The first studios of KMBC were located on the top floor of the Aladdin Hotel. The initial quarters having been outgrown, in August, 1930, the KMBC studios and offices were moved to a specially constructed building atop the new Pickwick Hotel, and one of the purposes of the Blue Book is to commemorate the first anniversary of that event.

KMBC is the basic southwestern outlet of the Columbia Broadcasting System, the nation's largest single network, and thus brings to its listeners not only the world's finest entertainment in music and drama but also important events all over the world, major sports, news, addresses by the President of the United States, and other important personages here and abroad. The splendid diversified educational features of the network have included during the past two years, the daily half hour broadcast of the American School of the Air, designed particularly for class room reception by school children throughout America, but also very enjoyable and instructive to home listeners of all ages.

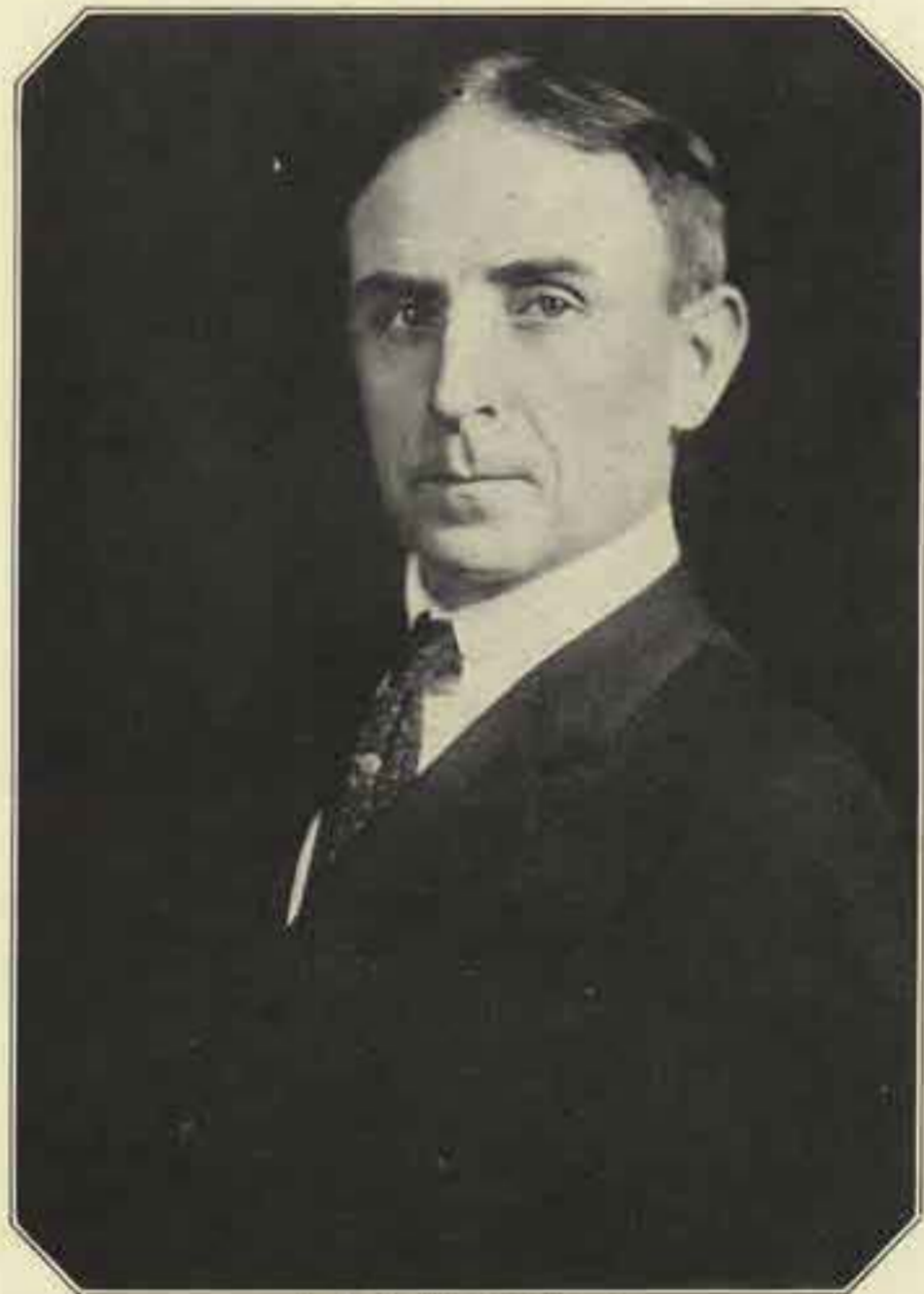
Twenty-seven people are engaged in the administrative, clerical and technical departments of the KMBC organization. The artists' staff includes thirty regular members which is augmented for special programs with from fifty to one hundred extras weekly.

KMBC maintains remote control stations at the Kansas City Municipal Airport, Fairyland Park, White House Tavern, The Kansas City Journal-Post and the Producers Commission Association offices at the Kansas City Stock Yards. The Station cooperates with the Kansas City Chamber of Commerce and other organizations in all activities for civic betterment.

Every member of the KMBC organization is imbued with the spirit of the station's slogan to keep it "First, In the Heart of America."



M. H. SEIGFRIED, Director  
President Jackson County Bank, Independence, Mo.



S. S. SANDY, Director  
President MacMahon Plumbing and Heating Co., Kansas City, Mo.





THE GENERAL OFFICE

Seventeen office rooms are required for the administrative program and technical departments of KMBC.

The general office pictured at the left is a very busy place, being the locale of the KMBC audience mail division. Here the thousands of letters that pour into KMBC from all parts of the country are received, assorted and distributed.

The secretary's office, one of the most beautiful in the suite, is shown below. From this point Miss Whiting directs the office detail organization as well as her duties as secretary of the corporation.

THE SECRETARY'S OFFICE





## The General Office Staff

### TICY MOLER WADE

Stenographer and general office worker. Joined the KMBC staff in December, 1929. Her hobby is travel and her favorite radio artists are Mr. and Mrs. Jesse Crawford.

### JAMES M. PATT

A future attorney-at-law specializing in radio. The youngest of the three "Radio Patts." His older brother—John—is head of WGAR, Cleveland. Ralph is announcer at WJR, Detroit. Jimmie came to KMBC after two years on the staff of another Kansas City station. He sees that all letters written to KMBC reach their intended ultimate destination. As a hobby he declares himself a connoisseur of good radio programs and his ambition is to be general counsel for either C. B. S. or N. B. C.

### MARY ZANER

Miss Zaner is occupied almost exclusively with mail addressed to the KMBC Big Brother Club, and she is always busy.

### CAMILLE LAMY

The voice of KMBC when you call us on the telephone. Before joining the KMBC staff Miss Lamy taught French at the University of Missouri and worked in the catalogue department of the Kansas City Public Library. She is a Missouri University Grad and took post graduate courses at University of Chicago. Her hobby is collecting books and antiques and her ambition is to publish a book.



TICY MOLER WADE  
(Upper Right)

JAMES M. PATT  
(Center Right)

MARY ZANER  
(Lower Right)

CAMILLE LAMY  
(Lower Left)





## Advertising Sales Department



### JOSEPH EDGAR LIVINGSTON

Mr. Livingston has been a member of the staff since KMBC began its commercial career. "Sandy," as he is affectionately called by his friends, is engaged in the sale of radio time as a vocation, but by avocation and profession is a skilled designer of interiors, lecturer, and musician.

Mr. Livingston designed and supervised the decorating of the KMBC Pickwick Studios and offices. He was a student of the Beaux Arts School of Paris, and the School of Art and Design in England. His hobby is color and its meaning. His favorite radio artist is Tony Wons of the Columbia Broadcasting System.



### E. F. MONTGOMERY

Mr. Montgomery is the territorial representative of KMBC, traveling in the five states comprising the Kansas City trade territory. We call him "Monty."

Before joining the KMBC staff "Monty" was a member of the sales force of Station WMT at Waterloo, Iowa. His hobby is golf and he claims as his ambition to be a success in radio. His favorite radio artist is Ben Bernie.





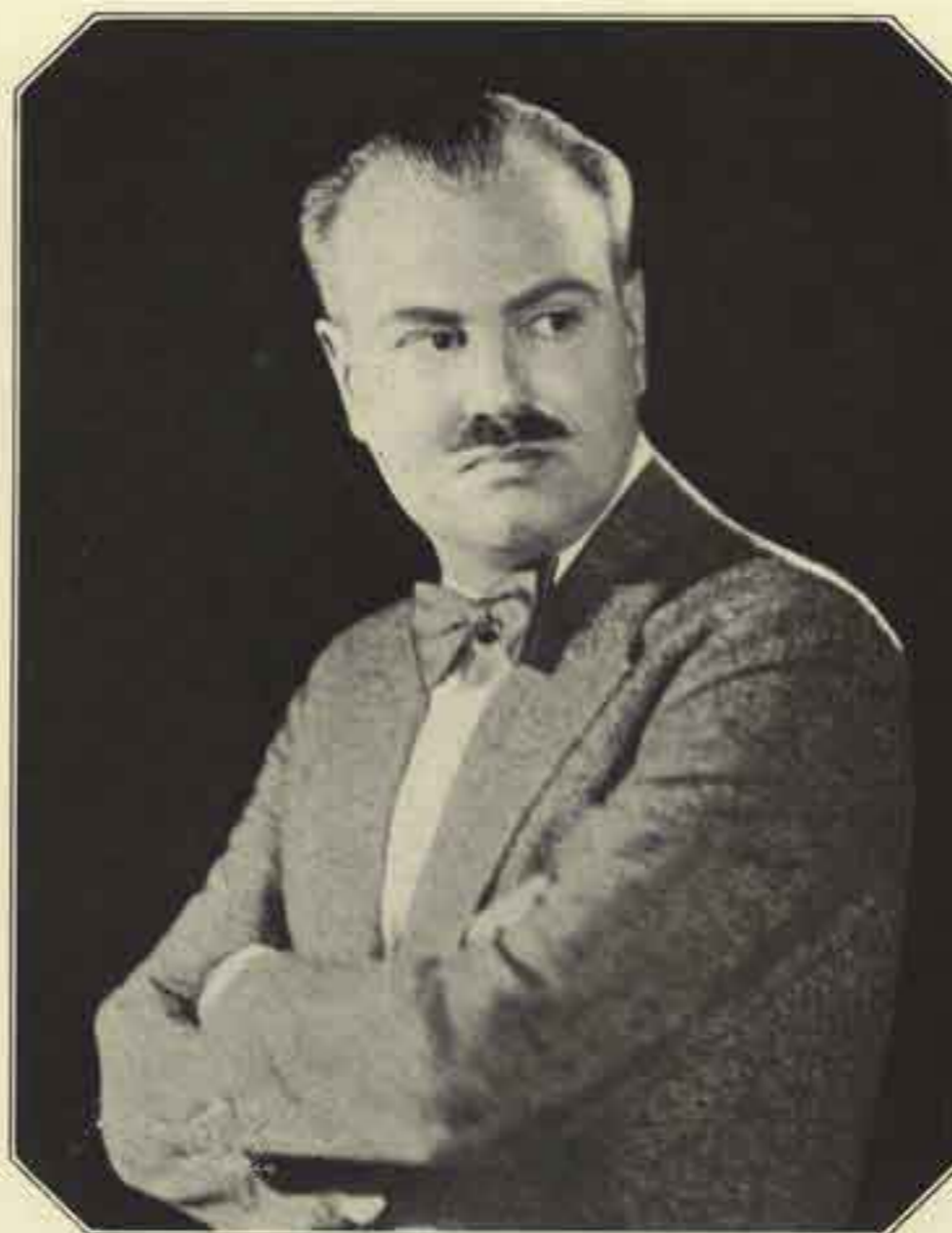
## Advertising Sales Department

GEORGE E. HALLEY

George has a perfect right to add D.D.S. after his signature, having graduated from the Western Dental College, later becoming a full fledged orthodontist.

His very unusual career also includes a number of years on the vaudeville stage and in orchestra work as pianist, vocalist, banjoist, and arranger for Johnny Johnson, Weede Meyer, and other well known musical organizations.

Everybody knows George as Doctor Halley, and aside from being a leader in the KMBC sales organization he is an announcer of no mean ability, being in charge of all KMBC aeronautical broadcasting. "Doc" says, "My hobby is flying and motoring, and my ambition is to sell a million dollars worth of broadcasting in one year." Doctor Halley is a member of the copyright committee of the National Association of Broadcasters.



ROLAND B. BLAIR

Most of his life up to this time has been occupied in acquiring an education, attending Graceland College, Lamoni, Iowa, Junior College at Kansas City, and the University of Kansas at Lawrence.

Roland began his business career as a stenographer with a large paint manufacturer in Kansas City, later transferring his interests to the accounting department of the Skelly Oil Co. He joined the KMBC staff in October, 1930. His hobby is music and his favorite radio artists are the Three Doctors.







TOM BURKETT,  
Director of Merchandising and Research

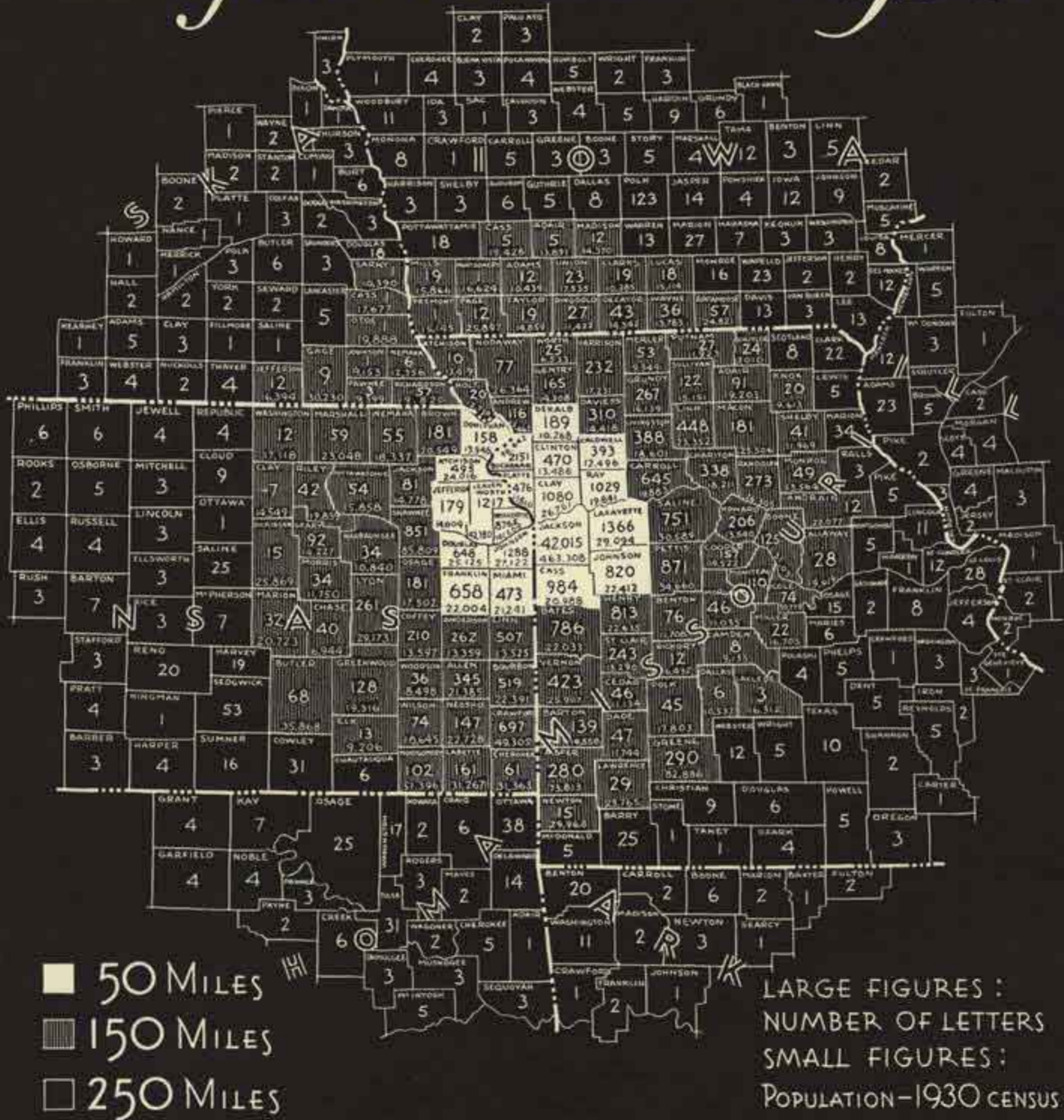
One of the functions of the Merchandising Department is to discover how the radio audience likes a program or programs, so never be surprised if you find someone from this office asking you questions.

Mr. Burkett, director of the department, was in the show business before joining the advertising profession, and has found radio an ideal medium through which to exercise his talents in both lines.

The Merchandising Department is responsible for the publication of The Blue Book and recently published the map on the opposite page showing the territory from which KMBC received the bulk of its 1930 fan mail.



# Where the K.M.B.C MAIL came from in the Year 1930







RICHARD C. (DICK) SMITH  
Program Director

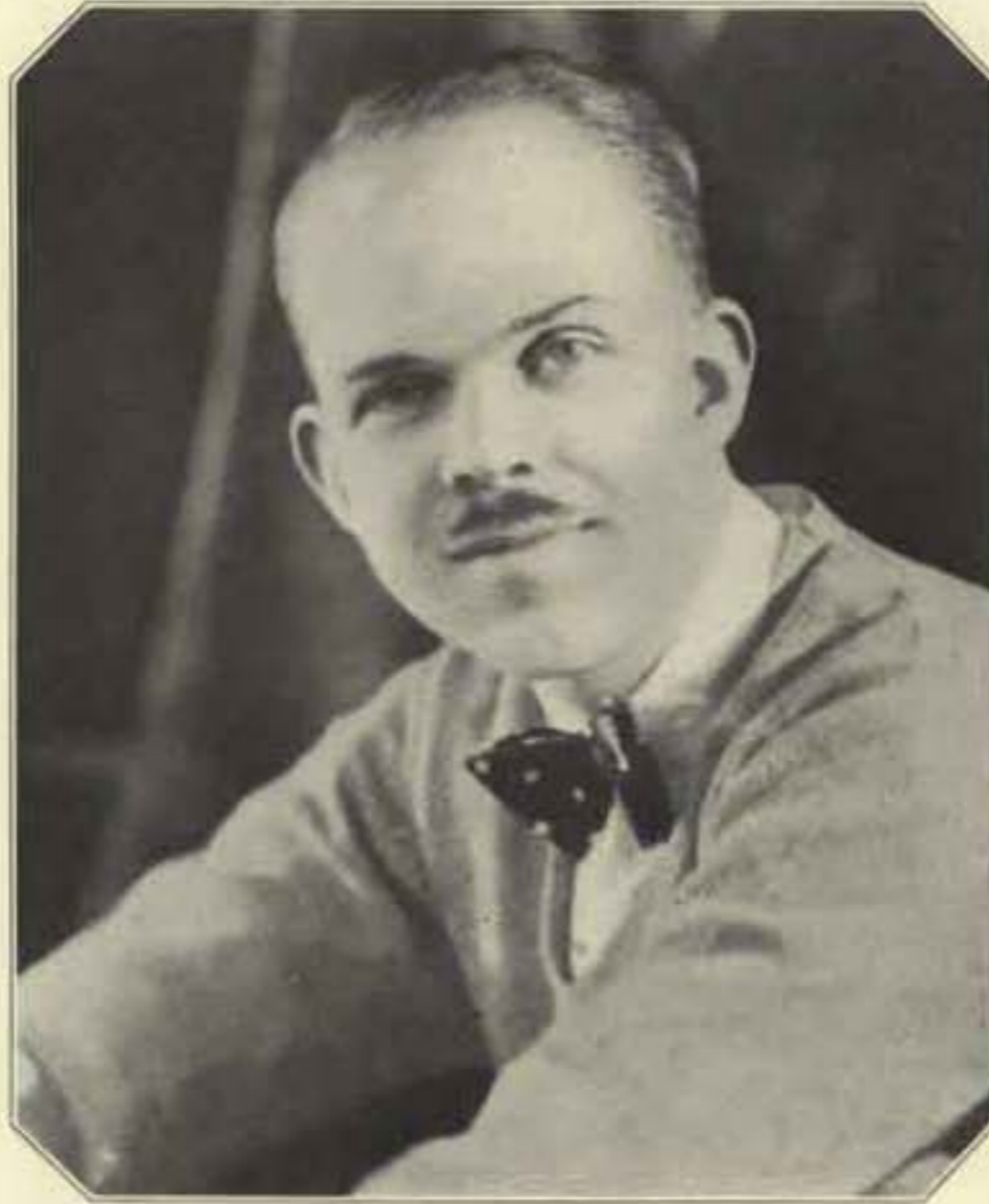
(Below) Mr. Smith's Office



Dick Smith is thirty-two years old, and has been on the staff of KMBC thirty-three months. Dick has taught school, engaged in the banking business, booked entertainment on Chautauqua courses from Montana to California. He began his radio career with KFQZ and KNX at Los Angeles, California.

He holds an AB degree from the Iowa State University. His hobby is detective stories. His ambition is to become a radio executive, and his favorite radio artist is Georgia Backus of the Columbia Broadcasting System.





F. ALDEN RUSSELL  
(Ted Malone)  
Continuity Editor

(Below) Mr. Russell's Office

Mr. Russell, who broadcasts under the name Ted Malone, is a familiar voice to KMBC listeners. He is twenty-three years old, married, and has been on the staff of KMBC four years. His work is his hobby and his ambition is to be happy. His favorite radio artist is Uncle Ezra.

Alden is the creator of the KMBC Happy Hollow feature, personally writes the continuity and directs the presentation of the programs which have been on the air daily for more than two years.







P. HANS FLATH  
Musical Director

THE KMBC MUSIC LIBRARY



Just as many musicians have done during the past few years, Mr. Flath came to radio from the theatre. He has been the KMBC Musical Director since 1929.

Mr. Flath has acted in the same capacity for various producers of musical comedy and opera, as an accompanist for concert singers and was for eight years solo organist for Universal Films Company.

Mr. Flath was educated in private schools and musical college. His hobby is building miniature models and his favorite radio program is the Columbia Symphony.



**A. R. MOLER**  
Technical Supervisor

Mr. Moler began his career as a small town photographer, later becoming plant engineer for the local municipal electric light company. Ray has been associated with Arthur B. Church, Vice-President and General Manager of KMBC, since November, 1920, in various radio ventures including stations 9AVK, 9AXJ, 9ZH, WPE, WPAG, KFFV, KFIX, KLDS, 9FF and KMBC, personally supervising the construction of all the stations listed except 9AXJ and 9ZH.

Ray says his hobby is bigger and better radio stations and perfect transmission, and his ambition is to make KMBC the nation's finest radio station.

Below is a picture of the KMBC transmitter switchboards at Independence, Mo. On the July, 1931, "Station Honor Roll" of the U. S. Dept. of Commerce, KMBC deviated from its assigned frequency as little as seven cycles, the maximum allowable deviation for honor roll recognition being fifty cycles.



A. R. MOLER







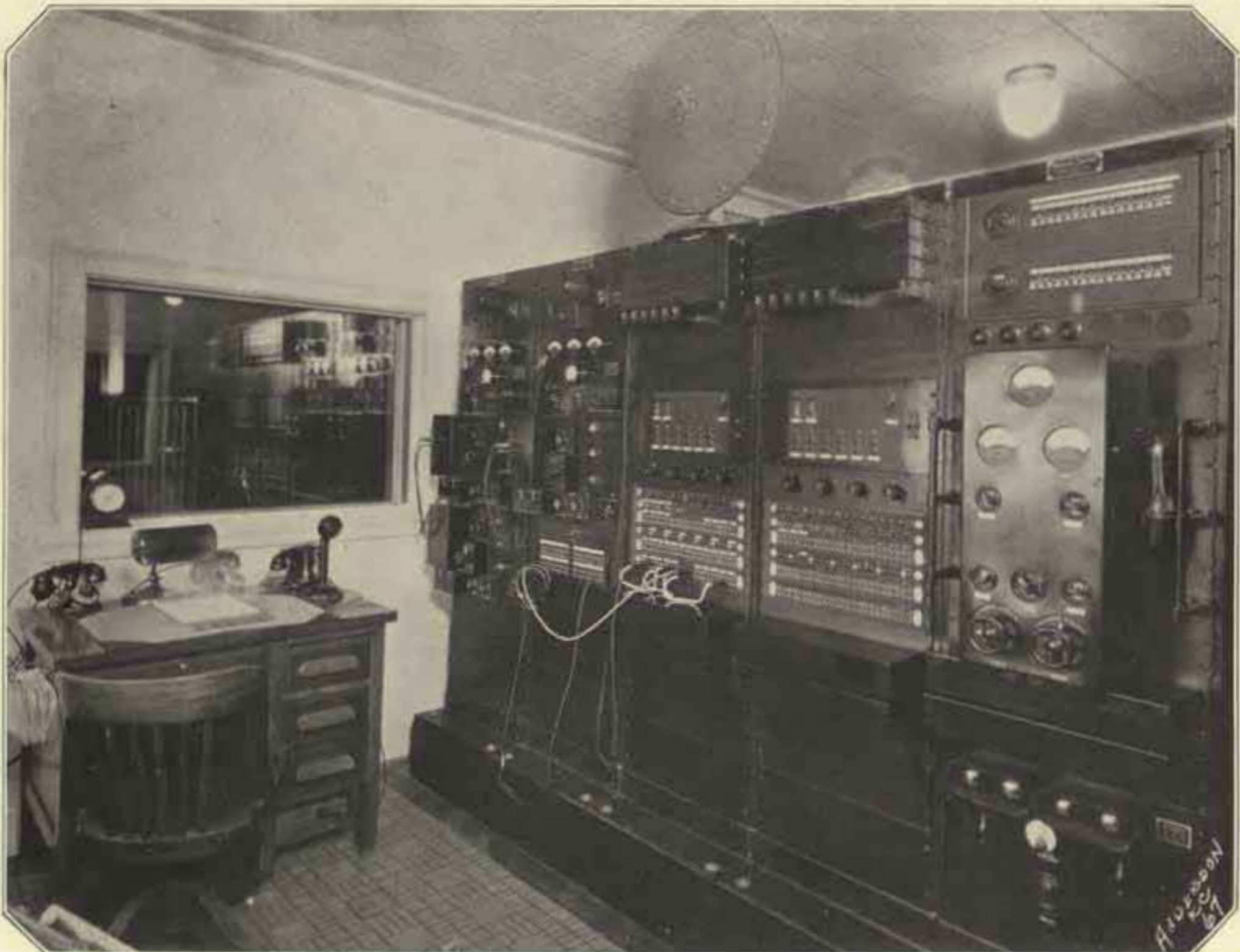
A. K. KRAHL

## A. K. KRAHL Studio Director

After graduating from High School Mr. Krahl took the Civil Service examination, passed it with flying colors and became the village mail carrier. He resigned his position as mail carrier to enter college following which he became manager of the radio department of a large Kansas City department store.

Kenneth, as he is known to his friends, joined the KMBC staff in 1927, since which time he has been assistant to the Technical Director, Ray Molor, in charge of studio operations. His hobby is good things to eat and fishing. His favorite radio program is "Dawn Patrol."

Below is shown the control room from which the operators can watch the progress of programs in the three Pickwick Hotel Studios of KMBC. The control switch boards are equipped to handle three programs simultaneously.





# K·M·B·C

## The KMBC Technical Staff



ED. E. MESSENGER,  
Plant Operator



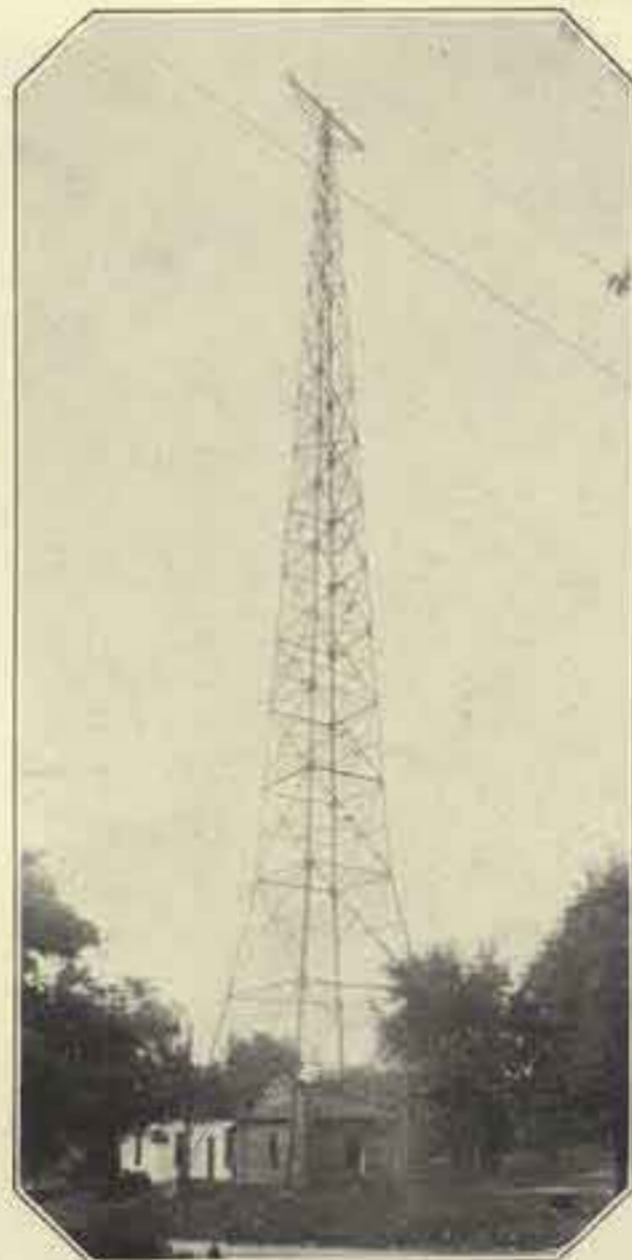
RUSSELL E. RESCH,  
Plant Operator



ROY C. BARRON,  
Plant Operator



SID PINGER,  
Remote Control Operator  
and Announcer



THE NORTH TOWER

I think KMBC has as fine a staff of technicians as can be found anywhere. These men, behind the scenes and seldom spoken of, are just as essential to your radio enjoyment as our artist staff.  
A. B. C.



PAUL FONDA,  
Remote Control Operator  
and Announcer

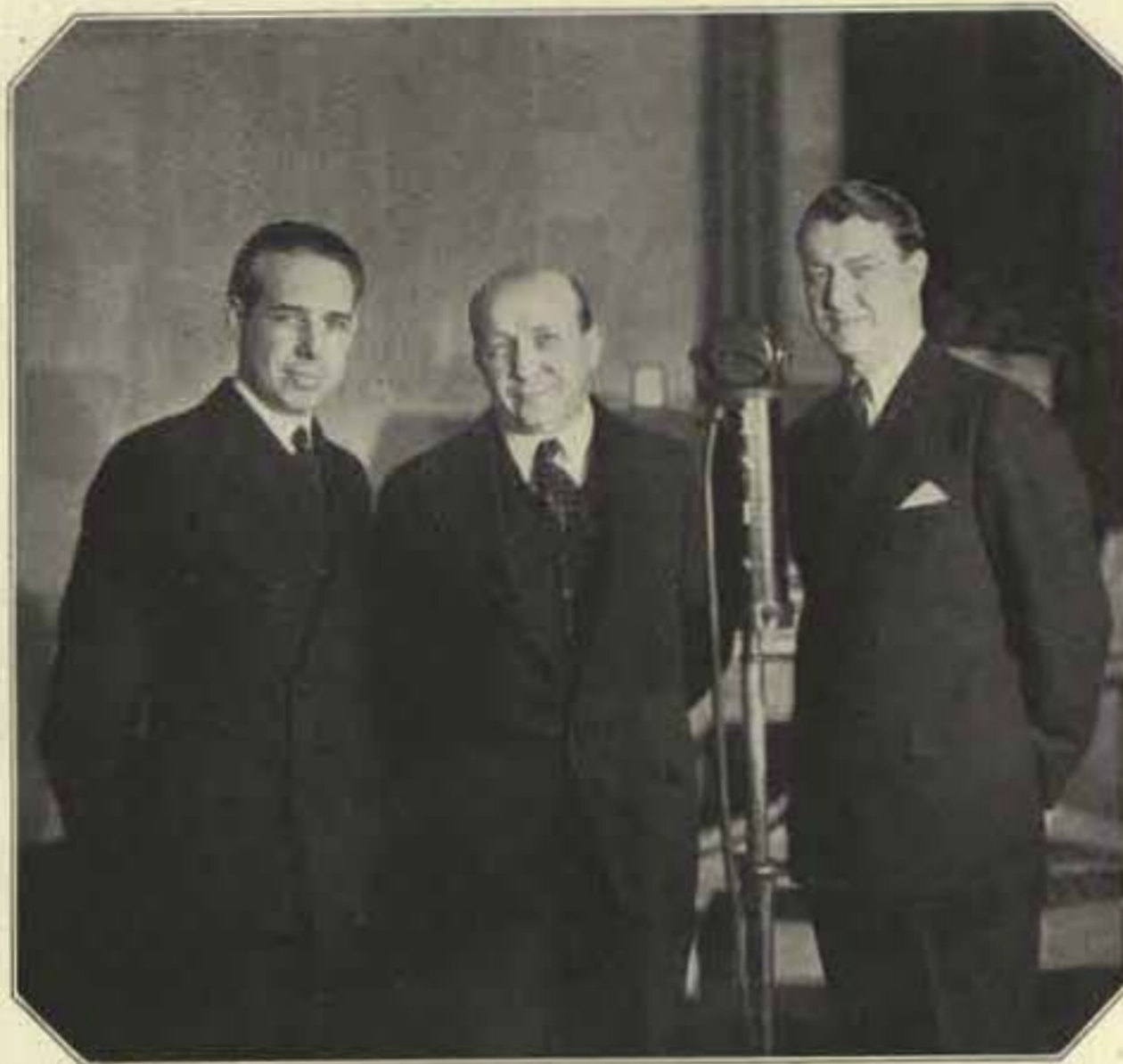


WILBUR CRAMER  
Studio Control Operator



FRANK MANDACINA,  
Studio Control Operator





ARTHUR B. CHURCH — KNUTE ROCKNE — ED COCHRANE

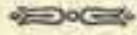
The picture at the left will undoubtedly be of great historic value as time marches on. It was taken very shortly after Knute Rockne's final broadcast, just a day or two before the airplane accident which took his life. The picture was made in the Egyptian Studio of KMBC with Mr. Arthur B. Church, General Manager, at the left and Edward W. Cochrane, Sports Editor of the Kansas City Journal Post at the right.

Below is a picture of the General Manager's office. This office is decorated with one thought in mind, that of quiet and repose. The walls are paneled in rough old silver glazed to the softness of aluminum. Stiles and ceiling are in imitation of an-





tique russet leather. The curtains are in old gold shot with dull red. The carpets are in blue and the furniture is burled walnut.



The emphatic gentleman pictured at the right is none other than Frederick William Wile, famous political commentator of the Columbia Broadcasting System. The picture was made while Mr. Wile was playing the part of himself in the KMBC Happy Hollow program.

Below is the office of the President. The walls and ceiling of this office are decorated in rough texture terra cotta with carpets of blue and draperies of terra cotta brocade.



FREDERICK WILLIAM WILE







THE KMBC LOBBY



DOWN THE CORRIDOR



As you leave the elevator on the eleventh floor of the Pickwick Hotel, you enter the K M B C quarters. In the lobby pictured at the left, Spanish influence is recognized in the decorative effects on the walls, floors and furnishings.

The walls are in rough texture simulating early adobe plaster. The dominant color is buff and the wood relief in dull black. The radiating silver lightning flash emanating from the center point in the ceiling is an imaginative radio expression, while scarlet rampant lions in the elevator door panels lend a touch of ancient astronomical vision to a present moment.

Leading directly from the lobby we enter a long corridor done in pale love blue, the color tone expressed in walls, ceiling and entire wood trim.

The inlaid linoleum floor of Spanish design in the lobby is enhanced in color value by a black and green marbelized floor leading through the corridor to the production department and studios.





"Get up! Get up! You sleepy heads," says the voice of "Happy Harry" as he chants the one, two, three, four, for your morning "Keeping Fit" exercises.

"Mister" Strandhagen will soon be changed to "Doctor" Strandhagen. That happened to be Harry's ambition, and he is personally seeing to its realization. Beside conducting the daily "Keeping Fit" classes Harry also appears as "Big Brother Bob" on the daily Big Brother Club program.

Below is a picture of the Director's Room, a part of the KMBC Pickwick Hotel suite. This room is a copy of Old English. The walls are in antique blue and the plaster is cracked to simulate age. The frieze is of anaglypta finished in old ivory. The furniture is cathedral oak with chair cushions in blue and russet leathers, and the curtains are purple velvet.



"HAPPY" HARRY STRANDHAGEN







"EASY ACES"

The gentleman whose broad back is turned toward us is none other than Mr. Ace himself in person, creator of the KMBC "Easy Aces." The back row, reading from left to right, Kate, Jane and Stan.

The picture below is the main studio called Egyptian because of modernistic Egyptian influence in decorative effects. Gypsum acoustical tiles in cream and buff form the ceiling. The side walls are of Sabinite and the floors are of cork in brown and tan shades. The pilasters are of black and gold and the general color scheme is old ivory with radiating sunset tones emanating from base to ceiling. The twin consoles of the Robert Morton pipe organ are in gold leaf, the curtains in black velvet augmented by old moquette tapestries in panelled arches.

THE KMBC SALON ORCHESTRA SEATED







The young lady at the right is Miss Ruth Lee Bren, secretary to the Continuity Editor, who also portrays the part of "Sally Perkins" in the KMBC Happy Hollow feature. Miss Bren is still on the first job she ever had and has been at it for three years. She was educated in Ladd and Bryant grade schools, Westport and Southwest high schools in Kansas City and the University of Kansas at Lawrence. Her hobby is playing piano. Her ambition is to be a concert accompanist. Her favorite radio artists are Paul Tremaine's orchestra.

The picture below is of the silver studio. Silver and black with old tapestries in blue and red effects form the only color relief in an otherwise colorless compartment. All KMBC studios are supplied with fresh cooled air by special forced air systems.



RUTH LEE BREN







The two gentlemen at the left are "Herr Louie" and the "Weasel" of Louie's Hungry Five, heard each night by electrical transcription. They are not strictly speaking KMBC artists and we print their picture here out of consideration for a number of our listeners who have requested Herr Louie's autograph. Louie's Hungry Five is sponsored by the Chandler Pump and Supply Company.

Since we have just mentioned a feature which is broadcast by electrical transcription, it is entirely fitting that the studio which contains the re-

producing apparatus should appear next. Below is the Gold Studio. The walls and woodwork are stippled in gold. The curtains are in red and gold and an old blue tapestry decorates the west wall. The muses in bas relief radiating flashes of silver and black furnish a motif indicative of radio entertainment. KMBC is the first station in Kansas City to have complete Western Electric 33 r. p. m. and 78 r. p. m. double turntables.







Here we have a pair of popular songsters in the persons of Glad and Woody Smith, known collectively as the "Songsmiths" and the "North Mehornay Newlyweds" and individually as "Johnathan Skinflint" and "Nellie Penobscot" in the KMBC Happy Hollow feature. Woody's hobby is detective fiction and his ambition is to become, with his wife, one of the best harmony teams in radio. His favorite radio artist is Bradford Brown. Glad declares her hobby to be buying clothes and her ambition is to become, with her husband, one of the best harmony teams in radio. That would make everything unanimous except that her favorite radio artist happens to be Lee Morse. The Songsmiths took their musical education and romance from the McPhail School of Music in Minneapolis.



(Below) The Artists' Lounge

THE "SONGSMITHS"







BILLY GANZ

From teaching in a conservatory in Manheim, Germany, Billy Ganz came to Kansas City as concert pianist with the Kansas City Little Symphony Orchestra. A staff pianist and organist, he is heard daily from KMBC in the program known as Organalities. Billy was educated in German high schools. His hobbies are chess, golf, and swimming, and his ambition is to be as versatile as possible in his profession. His favorite radio artist is Walter Damrosch.

The KMBC organ with its two consoles is shown in the picture below.





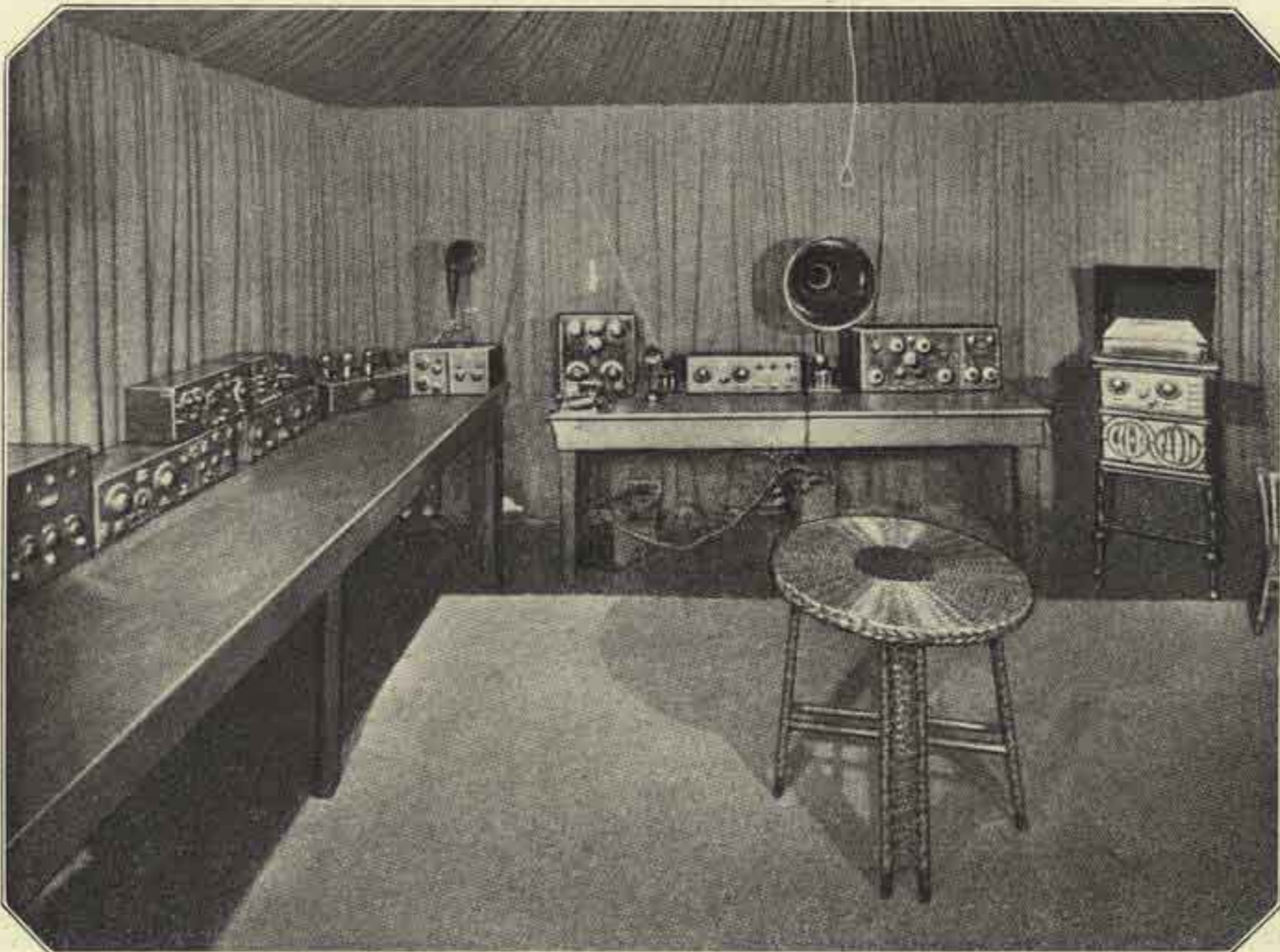
Mrs. Aubrey Waller Cook, whose likeness is printed on the right, has been a member of the KMBC staff since June, 1927. Mrs. Cook was in concert work for many years in Chicago and New York and was a teacher of Piano in Chicago College for seven years. She studied piano under the late William Sherwood and took post graduate work under the late Henry Eames. Her hobby is her three lovely daughters and music, and her ambition is to accomplish the development of the largest ensemble in the Middle West. Her favorite artist is Ann Leaf, C. B. S. organist. Mrs. Cook is a member of the famous Apollo Club. She is the founder and conductor of the Classic Hour over KMBC and also director of seven large choral ensembles in Kansas City.



MRS. AUBREY WALLER COOK

(Below) First broadcasting studio in Central West. Constructed in the winter of 1921-22. WPE.

Owned by Central Radio Company (Arthur B. Church, president), used by them, also Kansas City Post and Reorganized L. D. S. Church. The latter used the station every Sunday. Studio also used as demonstration room for radios. The switch-board panel of the broadcast transmitter, indicated by arrow, was in the same room with the microphone! The studio was dismantled in the winter of 1922-23 when the company moved from 6th and Grand to 14th and Walnut.







PAUL N. CRAIG, L. D. S. Director of Music

As a small boy Paul Craig was torn between two powerful urges, music and painting. He says: "I was wild over each so I dabbled in both." Soon, however, an opportunity or two started me seriously studying designing, illustrating and painting, and I went from Kansas City to Chicago and New York, studying with the best instructors. But music kept gnawing at my heart, and I simply had to keep up a little study in singing, organ and piano as I had the opportunity."

Now Mr. Craig says: "Destiny has ruled that I make music my business and painting my hobby and this arrangement makes me happy."

Mr. Craig is in charge of voice instruction in the Independence Institute of Arts and Sciences, and personally directs the L. D. S. Messiah Choir pictured below on the occasion of its annual broadcast over the Columbia Broadcasting system in 1930.





At the right we present Mr. Hugh Studebaker, dramatic KMBC announcer and the suave "Harry Checkervest" of Happy Hollow productions.

Hugh came to KMBC from the theatre, and has been a member of the organization since June, 1929. He says his hobby is reading the dictionary and his ambition is to announce a program capably. Isn't it perfectly natural that David Ross should be Hugh's favorite radio artist?

The scene below was taken in the Egyptain Studio during a broadcast of the popular "Between the Bookends" program produced and presented by Ted Malone, with Hugh Studebaker supplying the musical background.



HUGH STUDEBAKER







When a radio station keeps a customer over a period of four consecutive years, we feel it is something to really be proud of and so we top this page with the likeness of Mr. W. T. (Bill) Angle, Manager of the Producers Commission Association, who has broadcast livestock markets by remote control from his office in the Kansas City Stock Yards every day, except Sunday, since KMBC began broadcasting as a commercial station.

The scholarly appearing gentleman in the center is really what he looks like. Evan has been on the announcer's staff of KMBC since March, 1931. Before that time he has been a school teacher and an arranger of church radio programs. His hobby is swimming, music and lemon pie. His ambition is to play a pipe organ like P. Hans Flath and his favorite radio program is the Three Doctors.

The picture at the lower left was made on the occasion of the start of a series of goodwill flights by Kansas City's flying ambassadors, Dr. John D. Brock and Colonel Ruby D. Garrett.



The gentlemen assembled before Dr. Brock's racing monocoupe are, reading from left to right, Barton Stephenson, Henry F. McElroy, Col. Ruby D. Garrett, Bryce B. Smith, Mayor, Dr. John D. Brock, Chas. V. Towner and Geo. E. Halley. Dr. Halley is describing the ceremonies to the KMBC audience.

The gentleman with the camera is Monty Montgomery, official KMBC Happy Hollow photographer.











MONDANE PHILLIPS



Look closely at the picture below and you'll notice something tragically typical about this Happy Hollow Wedding, the groom is going into the affair with his eyes closed.



"MARY ANN"

## HER'N HIM

Mondane Phillips, left, is better known to the world of Radio Listeners as "The Fullerton Family," for though son's are sometimes termed a "chip off the old block"—Fannie Fullerton and her daughter, Mary Ann, are one and the same person. Fannie married "Deacon Jackson," below, but Fran Heyser takes this opportunity of announcing that he is still single and happy. Incidentally, Fran is KMBC's newest announcer.



FRAN HEYSER





WELL NOW I'LL TELL YE

And he will, Uncle Ezra will discuss anything from next year's wheat crop to last year's divorce problem. He won't try to settle it, thunderation no, but he'll give you his views, and the whimsical expressions of this small town sage are a philosophy in themselves. His wife calls him Ezra now, but a few years ago audiences all over America were laughing at this Chautauqua and Lyceum Entertainer—Everette Kemp—"the Man with the Million Dollar Laugh."



WRETHA SEATON

BEAUTY IS HARDLY SKIN DEEP

For the charming Miss Wretha Seaton in real life is none other than the catty fault finding troublesome and meddlesome, Kate Jackson, the great great granddaughter of Andrew Jackson. She lives at the boarding house in Happy Hollow, and when she is with the majority she is usually happy, and when she is happy she is usually the majority.



EVERETTE KEMP

BY JINGER, NOW DON'T THAT BEAT THE BAND

I thought you was playin' this dern piece over here all the time, well now let's try another one and this time even if we cain't git off together let's aim to hitch up an whoa t'once. If that bass horn is a gettin' the best of ye Squire, try Philander's fife, er this rightangle affair Ruben's a blowin'—and say Pel yer a gonna need right smart practice on that E flat alto afore ye kin make them changes sound like anything. All right now fellers, let's git goin' and I'm promisin' ye eff ye do as good this Fourth of July as ye did last, well the Happy Holler Band is gonna have uniforms by next year.







The Happy Hollow Barber Shop Quartette



BERTINA CONGDON



WITH THEIR BACKS TO THE WALL

They sound no better. The male quartette, reading from left to right, you'll have to include their healthy pianist. After all, what's in a name—they answer when you call, Duane, Rod, Bob or Tooky, while at the piano, Mr. Shaper.

Oi, Oi, Oi

Abraham Solomon Cohen—posing—pausing—losing money—oh fiddlestrings, vat do I care about de knickles as long as dey vas fillink mine cash register.

KEEP KISSABLE

Little old fashioned Annie Laurie—that's the lady with the happy smile and between radio programs she keeps out of debt as one of KMBC's charming secretaries—Take this letter please—Miss Bertina Congdon, in care of KMBC.

AND A FINE TIME WAS HAD BY ALL

Reading from left to right will include everything at the Happy Hollow Birthday picnic except the bugs, ants, chiggers and mosquitoes. But don't worry, these weren't in any sense neglected, it is said they were taken home and well taken care of.

The Happy Hollow Birthday Picnic







VIRGINIA HENRY

TAKE YOUR CHOICE

Above—the wicked willain's wain woman—Margaret Watson, if you please, but whether you please or not, this plotting vampire of the ether waves puts 'em to sleep in no uncertain way when she starts that smoothe voice and incidently she's no slouch in real life—the name Virginia Henry, the address—in care of KMBC. And below—yes the widder—Widder Jones (for the time being) still young and sweet—who has weathered five storms on the sea of matrimony—she calls them squalls and believe it or not—she says the sea ain't worth its salt—but then—well her real name is Mrs. Mabie and who knows Mabie she's wrong. And now look to the right or you'll get left—Aunt Lucinda—Uncle Ezra's sister—yes Aunt Lucinda—and one can rightlyously be partial to her for her real name is Josephine Partial.

VELMA MASSEY MABIE



JOSEPHINE PARTIAL

"THE OZARK RAMBLER"

The Ozark Rambler, or pardon us, Vernon Waters, was born and reared in Fulton, Missouri; began his rambling at the age of 14; "rode the mule around the world" during the years 1919-20-21 aboard one of Uncle Sam's battle ships; golden voice first given the air from KGU, Honolulu; after "cracking up" in the air service in 1929, decided to devote his entire time to radio broadcasting and rambling; age, 26; weight, 186 pounds; height, 6 feet three and a half; good looking?—ladies, please!

VERNON WATERS







EDDIE EDWARDS



Hughes Brothers Salesroom

### TAKE THE PICTURE—

Eddie Edwards—the guitar player who really plays the guitar—and does he sing, well just ask him—there's no strings on his music—and little more on his guitfiddle, but then—you've heard Eddie but you thought his name was—

### LOOK AT THE CROWD

that came to see him and the other Happy Hollow folks when they visited the Hughes Brothers Chrysler Agency one rainy Sunday afternoon. Five show rooms were packed, this is the fifth place visited, it was getting late and drizzly, but rain never dampens the spirits of the



The Hoodlums

### HAPPY HOLLOW HOODLUMS

When they all get together for a good old time barn dance, or for that matter a red hot modern tune. Do the folks like it? Look down here in the right hand corner and see a picture of some four thousand people who came to KMBC to see two of the characters of Happy Hollow start on a supposed trip to Africa!

### CROWDS!—CROWDS!!

They pack them in wherever they go, in the lower right hand corner is a picture of a few who came to a leading Kansas City Department store to see the Happy Hollow characters one evening. It rained but the store was packed to capacity the entire evening and the proprietors declared the affair a complete success financially as well as institutionally. Do they like it—the whole Middle West has taken up the slogan—"Keep Happy With Happy Hollow."



North Mehornay Furniture Store



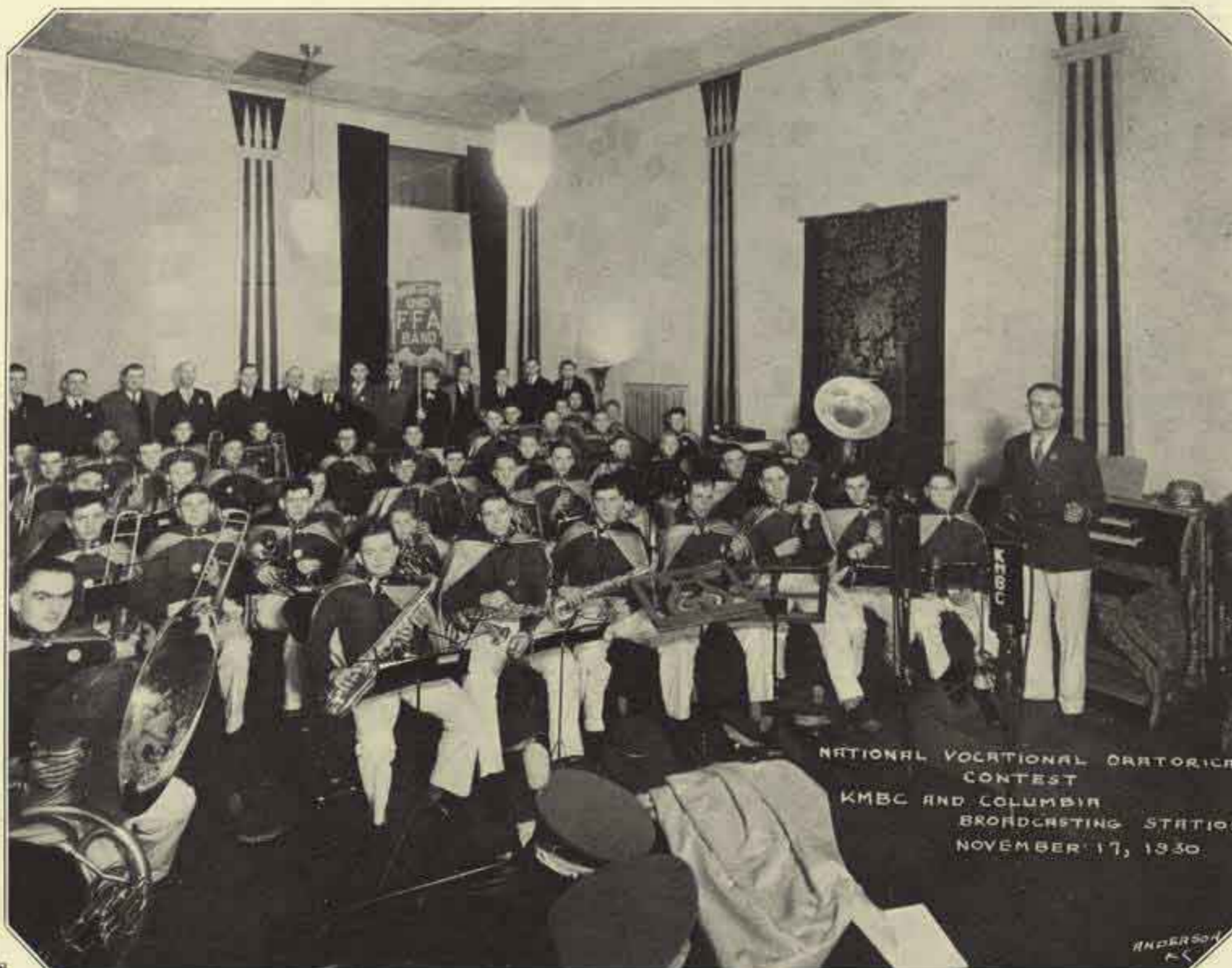
Pickwick Bus Terminal



## THE LADY OF THE HOUSE

Since June 13, 1930, Miss Lenore Anthony has been known to KMBC audiences as The Lady of the House. Miss Anthony also presents the KMBC Junior Artists Club programs and appears as "Anastasia Sophronia White" in Happy Hollow productions.

Before joining the KMBC staff, Miss Anthony sold Lyceum Courses, was a Chautauqua entertainer, a story teller for city play grounds and played in the Kansas City Community Theatre. She has published a volume of her own poems and owns and directs the Theatre Craft School, a school of dramatic art and corrective speech in Kansas City. Her favorite radio artist is David Ross.



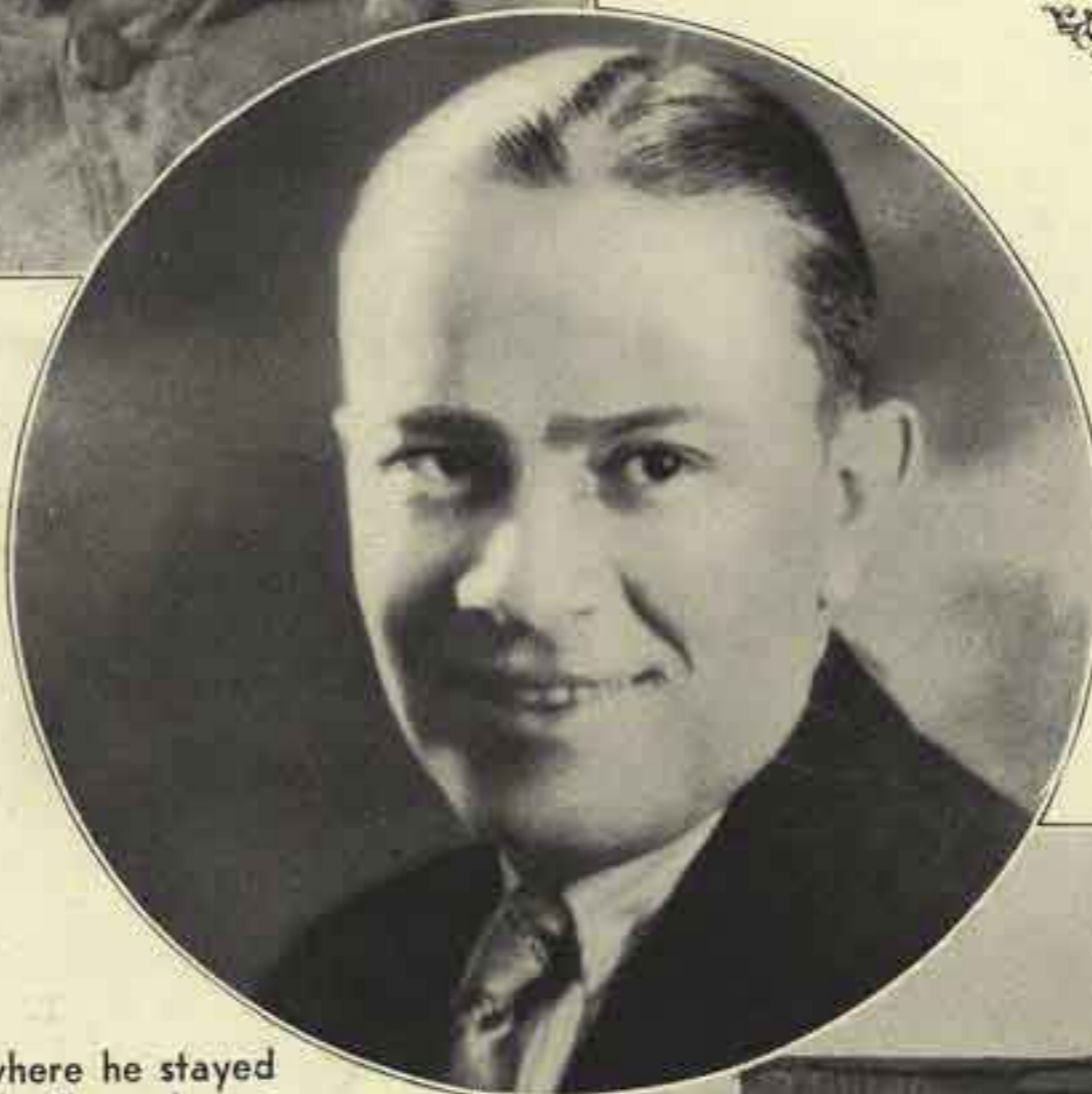




"Willie Botts"

Vance hails from the great Sunflower state, Kansas, and was first introduced to the ether waves in 1925. He started out in life to be a commercial artist but succumbed to the lure of the theatre where he stayed for several years in vaudeville and as a producer and director of minstrels and amateur productions.

During the past two years Mr. McCune has devoted his entire time to radio. He has been a member of the KMBC staff a little more than a year where he writes the Big Brother program continuity and plays the comedy part of "Willie Botts." His favorite radio artists are the "Revelers" and the Two Black Crows and his hobbies are hunting, fishing and singing in a quartette.



The pictures on this page are all of Vance McCune, Director of the KMBC Big Brother Club feature.

(Below) Willie and His Pets







Big Brother Bob



This is winsome little Jeanette Mae Smith, seven-year-old xylophone and marimba artist of Atchison, Kansas, who is heard frequently on Big Brother programs.



The little lady in the oval is Irene Koontz, classic pianist.



(Above) Just before the Big Brother Club Royal Theatre matinee. (Below) Interior of Royal Theatre during Big Brother matinee.

(Below) Juvenile talent presented on Big Brother programs. In the front row, left to right, Francis Joe Bottern, Jackie Hayes, Nola Ruth McCune and Eleanor Jean Hadle. The boys standing behind are Mack and Junior Hord, a very clever harmony team.







EDDIE WILBURN'S RAMBLERS (White House Tavern)



BENNIE MOTEN'S RECORDING ORCHESTRA (Fairlyland Park)