

Swing



VHB 30th ANNIVERSARY

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In Sports-minded Kansas City When People Think of Sports They Think of WHB and Larry Ray



When the American Association Baseball season opened April 16, there were 15,279 fans packed into Blues Stadium to launch the home team on its drive for the Pennant. Kansas City won the American Association trophy awarded the league city having the highest opening day attendance.

The strong Big Seven Conference radiates from Kansas City like wheel spokes from a hub. From the prairie farms and towns; from the campuses; from the roar of sellout crowds have emerged ten young men of the Big Seven to participate in the 1952 summer Olympics at Helsinki.

Kansas City is one of the great basketball centers of America. The week-long NAIB Tournament in March, with colleges representing thirty-two districts across the nation competing, is of a scope unequalled elsewhere in amateur athletics. It is but one of several fine annual basketball tournaments that fill big Municipal Auditorium.

Yes, in Kansas City, interest in sports runs high. But no matter how high the interest among the 800,000 people in the Metropolitan area, and the more than 3,000,000 within the WHB range, only a tiny fraction of them can attend any specific athletic event. The rest, the thousands who stay at home, listen to the broadcasts by Larry Ray over WHB.



In his rapid-fire play-by-play—his intelligent and accurate narration—his enthusiasm for and knowledge of the game, Larry Ray is peerless in the Mid-west as an announcer of major sports. For much of his vast audience, Larry Ray is the chief source of sporting information, his voice their link with the athletic world, both in his play-by-play and in his evening sports chat. Those who cut their teeth on *The Sporting News*, who have been smeared with gridiron line, who find comfort in bleacher seats, know Larry Ray as an authority and colleague. Small wonder then that in sports-minded Kansas City when people think of sports, they think of WHB and Larry Ray.

Smart advertisers, alert to this preference, reach the vast sports-minded audience with Radio campaigns on WHB. For availabilities, see your John Blair Man . . . or phone WHB at Harrison 1161.

Swing[®]

VOL. 8, NO. 3

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DONALD DWIGHT DAVIS, Editor

DAVID ETHERIDGE, Assistant Editor

JOHN T. SCHILLING, Circulation Manager

Associate Editors

Fred Timberlake, Barbara Thurlow, Marcia Young

Photography

Hahn-Millard

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Swing is published bi-monthly at Kansas City, Missouri, in February, April, June, August, October and December. Address all communications to Publication Office, 1121 Scarritt Building, Kansas City 6, Missouri. Phone Harrison 1161. Price 25c in United States and Canada. Annual subscriptions, United States, \$1.50 a year; everywhere else \$2. Copyright 1952 by WHB Broadcasting Co.

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www.americanradiohistory.com



So WHB is Thirty!



JETTA CARLETON

SO WHB is thirty! Interesting age. I've been it myself for some time now. I like it. And I like WHB. I always have. And when I try to say why, it always comes out something like, "Well, we had *fun!*" But how to translate precisely what you mean by "fun". At WHB it was so many things—camaraderie, hard work, deadlines, new accounts, rehearsals, copy changes, company picnics, and microphones open when you didn't know they were.

I knew WHB during its war years . . . when Dick Smith was broadcasting the grim news several times a day, and emceeing the daily show from the Canteen . . . when Reese Wade was selling War Bonds from the Jones Store window, and Mr. Reuben Corbin

was helping me tell the people of Kansas City how to grow Victory gardens! I was there when General Eisenhower came to town, and we fought off the pigeons as we covered his arrival from the roof of the Scarritt Building. I was there on V-J Day, that fine, cold day in August when every one in the United States, I suppose stopped to listen as the President broadcast the news that the war was over. I remember how still we were knowing that this was history, and how the craziest, gayest big he-man in the group stood with his head bowed and wept . . . and afterwards, how we rode around on WHB's "Magic Carpet", watching a city go wild.

I remember other things, too. Lik

the afternoon when nobody told the Men of Music (circa 1942) that something else was being broadcast at their regular time and they were not on the air. Everyone knew it except the Men, who dutifully went through their theme and into the first number. In the midst of it, some playful salesman (probably Al Stine) barged into the studio shouting unprogrammable notes; the announcer made some rude remark about the quality of the music; someone opened the door and hollered, "Hey, have you heard the one about—" By which time, the Men of Music had begun to suspect foul play—a suspicion quickly confirmed by one glance at the studio windows, where most of the personnel were knocking themselves out. The pianist banged a discord, the xylophone player picked up his keys and slammed them around, and all bedlam broke loose. And nobody was so confused as somebody's mother, who had chosen that day to sit in on the broadcast.

And there was the time when Lindsay Riddle, one of our most skilled and meticulous engineers, sat down on half of an ad lib interview. Dick Powell (movie star) and Jetta (Girl on Aisle Three) had just transcribed it on a glass record. Just *try* ad libbing the same interview twice in a row!

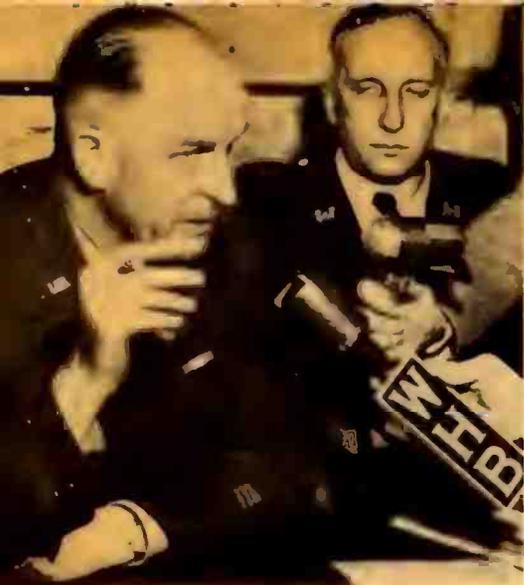
There was also the day when we had as a guest on "Show Time" a certain beautiful blonde actress from Hollywood. In honor of the big news event of that day, I had written a line or two into the script concerning

atomic bombs. Our guest could not pronounce "atomic". But it was excusable; that was the first day of the Atomic Age.

I REMEMBER the draft from the door to the Penthouse roof . . . and Bob McGrew's jazz seven or eight, playing long-hair for a noontday inspirational program, under the baton of "Robert Fletcher McGrew" . . . And how, when Station Break first became, and the glass table arrived, Don Davis announced that "The first guy that breaks this is the guy that doesn't work here any more!" . . . And how the auto horn that identified those famous spots ("Beep-beep! It pays to cross the bridge to Gorman's") became standard equipment in the studio. . . I remember the old days when disc jockeys spun their own discs . . . and the time I stayed up all night, and till seven the next night, pasting up the first issue of *Swing*.

I remember Don Davis storming in and out, crackling with new ideas, more ideas than any of us knew what to do with—except John Schilling, who always knew what to do about everything. They *are* WHB—Don and John, and their happy fusion of personality, temperament, and abilities. And I like it.

I suppose this is as good a place as any to go on record that I shall never like any place else quite as much, no matter how good it is. I'm glad I was there during part of its thirty years. *Vive!* Bravo! Congratulations! And love.



Brig. Gen. DONALD SHINGLER and Col. LAWRENCE LINCOLN, U. S. Corps of Army Engineers, told WHB listeners of steps being taken to meet the late spring flood threat north of Kansas City.

Kansas Citian HALL BARTLETT and LOIS BUTLER (Mrs. Bartlett) visit WHB while in Kansas City to promote their new movie, *Navajo*.

The Magic Carpet on Wheels—containing museum pieces from the J. P. Morgan Library of the history of bookmaking. Shown are RICHARD B. SEALOCK, Kansas City Public Librarian, who holds the jeweled binding of a 14th century missal; FRANK GLENN, Kansas City Publisher, and JOHN THORNBERRY.

WHB NEWSREEL





EDDIE CANTOR came to Kansas City to attend the Mid-West Theater Owner's Convention; found time to attend a Blues baseball game, and to strike an immortal pose before the WHB mike.



ROBERT MONTGOMERY, erstwhile movie star, who currently conducts his own radio news commentary program and produces TV plays, accepted an award for outstanding service in fighting organized crime. Montgomery had just addressed the Kansas City Crime Commission, and was presented the plaque by **E. M. DODDS**, commission chairman.

EDMUND SPAETH, "The Tune Detective," pops up to WHB ferreting clues while in Kansas City to appear with his movie "Wait Till The Sun Shines, Nellie," featuring Barber Shop Quartet singing.

JOANNE DRU, **JOHN IRELAND** and **CONSTANCE SMITH** came to WHB to help publicize *The Pride of Saint Louis*, a movie about "Dizzy" Dean and the St. Louis Cardinals.



Republican and Democratic Conventions

IN one of the most exciting and perhaps most important presidential election years in the memories of people now living, *Mutual* in Chicago is ready, and *WHB* in Kansas City is ready to broadcast history-in-the-making from the Republican and Democratic Nominating Conventions. Four successive Sunday special broadcasts over the *Mutual* network will preview and review activities at the Republican and Democratic Conventions. The July 6 broadcast will preview, and the July 13 broadcast will review the Republican Convention. The Democratic Convention will be covered similarly on July 20 and 27. These Sunday convention features will be from 7:30 to 8:00 pm, CST.

Daily, July 7 through 12, *WHB* will air half-hour stretches direct from the convention floor at 10:30 am CST and at 11:25 am, with a ten minute floor summary at 7:05 pm. A full hour of convention listening begins at 9:30 each evening of the convention week. The same schedule will be followed for the Democratic conclave beginning July 21. Monday evening at 7:30 *WHB* will broadcast the Republican Convention Keynote address by General Douglas MacArthur, while on Tuesday, former President Herbert Hoover addresses the delegates.

Twenty-two MBS news personalities, including Fulton Lewis, Jr., Robert Hurleigh, Cecil Brown, H. R. Bauhage, Cedric Foster, Les Nichols, Bill

Henry and Frank Singiser, plus syndicated columnist Hedda Hopper are scheduled to cover both presidential nominating conventions for *Mutual* and *WHB* listeners. Most of these are to be heard on the preview and review programs, in addition to other special events that will be logged as convention agenda is formulated.

WHB Radio Night

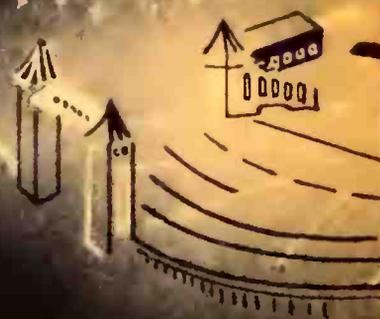
IN the young American Association baseball season, the Kansas City Blues, pre-season dark horses, were off to a shaky start. For nearly a month the Blues fumbled along under the 500 mark. But then the team began to fulfill its high potential; the hitters, led by the youthful trio—Bill Skowron, Vic Power and Don Bollweg, began bombarding parked cars and roof-tops outside the park with their long smashes. Now, by mid-season, six Blues have clubbed ten or more home runs. Where the pitching staff couldn't find the plate early in the season, it was fogging the ball past enemy batters with alacrity by June. In Erautt and Cereghino the Blues have the league's two leading pitchers. With the Blues developing peak performance as a team, it becomes increasingly evident that not only are they going to be mighty tough to beat out in the pennant race, but may well be the greatest slugging team in American Association history.

Radio broadcasts of the Blues games are a *WHB* exclusive. Sponsored by the Muehlebach Brewing Company Larry Ray for the third year over *WHB* is bringing all the Blues game

(Continued page 219)

With this 12-page photo section, *Swing* salutes the second season of Kansas City's magnificent municipally-owned, citizen-operated Starlight Theatre, opening June 23 for eleven weeks of exciting entertainment under the stars. A company of more than 100 singers, dancers, musicians and technicians . . . with stars from Hollywood and Broadway . . . will present ten great musical productions. With 76 play dates, the total audience, playing to capacity, could total 577,600. Last season's attendance was 421,449. Production costs amount to \$525,000.00. Special buses, plus regular bus service via Swope Park car line and 63rd St. motor bus make it easy to reach the Theatre from all parts of the city. By motor car, follow Meyer Boulevard east into the Park and heed special signs directing you to the Theatre. Free parking space for 1,500 cars. Curtain nightly at 8:30.

Starlight Theatre



1952 SEASON

IN SWOPE PARK KANSAS CITY, MO.





GLENN BURRIS

BRENDA LEWIS

LILLIAN MURPHY

The Cast

GRETA, assistant at Ebeseder's pastry shop	-	MARTHA BURNETT
EBESEDER, owner of pastry shop	- - - -	JACK COLLINS
LEOPOLD (POLDI) Greta's nephew	- - - -	JIM HATHORNE
THERESE (RESI) Ebeseder's daughter	- -	LILLIAN MURPHY
JOHANN STRAUSS, JR. (SCHANI)	- - - -	GLENN BURRIS
COUNTESS OLGA BARANSKAJA, his patroness	-	BRENDA LEWIS
KARL HIRSCH, inventor of fireworks	- - -	ROBERT BERNARD
JOHANN STRAUSS, SR.	- - - - -	JOSEPH MACAULAY
KATHI LANNER, ballerina	- - - - -	MARY ELLEN MOYLAN



The GREAT WALTZ

June 23 through June 29

This modernized version of the lives of the original "Waltz Kings," Johann Strauss, father and son, has settling in Vienna of 1847. Music by Johann Strauss (father and son). Book by Moss Hart. Lyrics by Desmond Carter. First produced: Center Theatre, Rockefeller Center, New York, September 22, 1934.

HIT SONGS

- Morning
- You Are My Songs
- Love Will Find You
- On Love Alone
- Star in the Sky
- With All My Heart
- Love's Never Lost
- We Love You Still
- While You Love Me
- Love and War
- Blue Danube





LOU WILLS, JR.



BIBI OSTERWALD



JACK GOODE

The Cast

TOM MARLOWE, captain of the football team - RONALD ROGERS
 "BEEF" SAUNDERS, a player - - - - - HARRY FLEER
 BOBBIE RANDALL, a substitute - - - - - JACK GOODE
 "BIG BILL" JOHNSON, the coach - - - - - JACK RUTHERFORD
 "POOCH" KEARNEY, the trainer - - - - - JACK COLLINS
 PROFESSOR CHARLES KENYON, professor of astronomy - -
 - - - - - JOSEPH MACAULAY
 PATRICIA BINGHAM, the college belle - - - - - MARTHA ROSENQUIST
 CONSTANCE LANE, Patricia's cousin - - - - - EVELYN WYCKOFF
 BABE O'DAY, a sophomore - - - - - BIBI OSTERWALD
 SYLVESTER, a freshman - - - - - LOU WILLS, JR.



GOOD NEWS

June 30 through July 6

Football heroes as Tait College strives to win the annual game from its ancient rival, Colton. College love affairs complicate the story. Music by Ray Henderson. Lyrics by B. G. De Sylva and Lew Brown. Book by Laurence Schwab and De Sylva. First produced: Chanin's 46th Street Theatre, New York, September 6, 1927.

HIT SONGS

- He's a Ladies' Man
- Flaming Youth
- Happy Days
- Just Imagine
- The Best Things in Life Are Free
- On The Campus
- The Varsity Drag
- Baby! . . . What?
- Lucky In Love
- Today's The Day
- After Commencement
- In The Meantime
- Good News



The VAGABOND KING

July 7 through
July 13

The Cast

MARGOT, tavern keeper - MARTHA BURNETT
 HUGETTE DE HAHEL, tavern girl in love
 with Francois - - - ROSALIND NADELL
 GUY TABARIE, friend of Francois - FRED HARPER
 LOUIS XI, King of France - JOSEPH MACAULAY
 FRANCOIS VILLON, a prince of thieves - -
 - - - - - EDWARD ROECKER
 KATHERINE DE VAUCELLES, The King's
 kinswoman - - - VICTORIA SHERRY
 THIBAUT D'AUSSIGNY, Grand Marshall -
 - - - - - JACK RUTHERFORD
 LADY MARY, friend of Katherine - - - -
 - - - - - MARILYN DELANEY
 OLIVER LE DAIN, master of the royal bath
 JACK COLLINS



EDWARD ROECKER



ROSALIND NADELL



VICTORIA SHERRY



JACK COLLINS

Francis Villon, an outlaw in old Paris, is made king for a day on a whim of the real king, Louis XI. Villon's love verses win the fair Lady Katherine, who has the power to save him from the gallows. Music by Rudolf Friml. Book and lyrics by Brian Hooker, W. H. Post and Russell Janney. Based on McCarthy's play, "If I Were King." First produced: Casino Theatre, New York, September 21, 1925.

HIT SONGS

Love For Sale	Only a Rose
Drinking Song	Tomorrow
Song of The Vagabonds	Nocturne
Some Day	Love Me Tonight
Archer Song	Victory March

FRED HARPER



HAL
LE ROY

WHERE'S CHARLEY?

July 14 through July 20

This song-and-dance version of the sixty-year-old farce, "Charley's Aunt," is full of shenanigans about an Oxford University student who dresses as his millionaire aunt to chaperone his girl friends. Based on Brandon Thomas's play, "Charley's Aunt." Book by George Abbott. Words and music by Frank Loesser. First produced: St. James Theatre, New York, October 11, 1918.

HIT SONGS

Better Get Out
of Here
Ashmolean
My Darling,
My Darling
Make a Miracle
Lovelier Than
Ever
The Woman In
His Room
Pernambuco
Where's Charley?
Once In Love
With Amy
Red Rose
Cotillion

MARIE
FOSTER

RONALD ROGERS

The Cast

BRASSETT, Jack's valet	- - - -	VAN HAWLEY
JACK CHESNEY, an Oxford University student	-	RONALD ROGERS
CHARLEY WYKEHAM, Jack's friend	- -	HAL LE ROY
KITTY VERDUN, Jack's girl friend	-	MARILYN DELANEY
AMY SPETTIGUE, Charley's girl friend	-	MARIE FOSTER
SIR FRANCIS CHESNEY, Jack's father	- - - -	JOSEPH MACAULAY
MR. SPETTIGUE, Amy's father and Kitty's guardian	- - - -	FRED HARPER
DONNA LUCIA D'ALVADOREZ, Charley's aunt	- - - -	PATRICIA RUHL



THE FIREFLY *July 21 through July 27*

The Cast

SUZETTE, maid to Geraldine NANJI CROMPTON
 PIETRO, valet to Mr. Thurston LARRY GRISWOLD
 MRS. OGLESBY VAN DARE, Sybil's mother -
 - - - - - HELEN RAYMOND
 JENKINS, confidential clerk LEONARD ELLIOTT
 GERALDINE VAN DARE, Mrs. Van Dare's
 niece - - - - - PATRICIA RUHL
 JACK TRAVERS, her sweetheart DONALD CLARKE
 JOHN THURSTON, his uncle FERDINAND HILT
 HERR FRANZ, a choir master JOSEPH MACAULAY
 NINA, a street singer - ROSEMARIE BRANCATO



**ROSEMARIE BRANCATO
and DONALD CLARKE**

Nina, a street singer, disguised as a boy, goes as a stowaway to Bermuda, on the same boat with a group of society folk; finally wins her hero, Jack Travers. Photo below is from the 1925 New York stage production. Book by Otto Harbach. Music by Rudolf Friml. First produced: Lyric Theatre, New York, December 2, 1912.

HIT SONGS

He Says Laugh, She Says Smile	We're Going To Make a Man of You
Love Is Like a Firefly	Beautiful Ship From Toyland
Giannina Mia	When a Maid Comes Knocking at Your Heart
Donkey Serenade	
Tommy Atkins	
Sympathy Song	



NANCI CROMPTON



PATRICIA RUHL





DOROTHEA MACFARLAND



GLORIA HAMILTON



MARTHA BURNETT



PEARL LANG

The Cast

CARRIE PIPPERIDGE, a worker in cotton mills
 - - - - - DOROTHEA MACFARLAND
 JULIE JORDAN, another mill girl
 - - - - - GLORIA HAMILTON
 MRS. MULLIN, proprietress of the carousel - - - GRACE DORRIAN
 BILLY BIGELOW, barker for the carousel - - EDWARD ROECKER
 DAVID BASCOMBE, owner of the cotton mills JOSEPH MACAULAY
 NETTIE FOWLER, owner of ocean front spa - MARTHA BURNETT
 ENOCH SNOW, Carrie's fisherman fiance - - - DONALD CLARKE
 JIGGER CRAIGIN, Billy's jailbird friend - - - VAN HAWLFY
 FIRST HEAVENLY FRIEND of Billy
 - - - - - LEONARD ELLIOTT
 LOUISE, daughter of Julie and Billy
 - - - - - PEARL LANG

CAROUSEL

July 28 through August 3

The story, which follows that of Molnar, but with 19th Century American characters, in an east coast setting, concerns Billy, a tough carnival barker, and Julie, a girl from the cotton mills whom he finally marries. Music by Richard Rodgers. Book and lyrics by Oscar Hammerstein 2nd. Based on Ferenc Molnar's play "Liliom," as adapted by Benjamin F. Glazer. First produced: Theatre Guild at Majestic Theatre, New York, April 19, 1915.



HIT SONGS

You're a Queer One, Julie Jordan
 When I Marry Mister Snow
 If I Loved You
 June Is Bustin' Out All Over

This Was A Real Nice Clambake
 There's Nothing So Bad For a Woman
 What's The Use of Wond'rin?
 You'll Never Walk Alone



ROBIN HOOD

DONALD CLARKE

ELAINE MALBIN

August 4
through
August 10



The love story of Robin Hood, the royal outlaw, and Maid Marian unfolds amid English scenes in the time of Richard the First. Music by Reginald De Koven. Book by Harry B. Smith. First produced: Chicago Opera House, June 9, 1890.

HIT SONGS

'Tis The Morning of
The Fair
Come the Bowmen in
Lincoln Green
Though It Was Within
This Hour
Oh Cheerily Soundeth The
Hunter's Horn
Brown October Ale
Tinkers Song
Oh See 'The Lambkins Play
Forest Sing
A Troubadour Song
To His Love
Armorer's Song
The Bells of St. Swithin's
Oh Promise Me



JOSEPH MACAULAY

LEONARD ELLIOTT

The Cast

SIR TRISTAN TESTY, Sheriff of Nottingham	JOSEPH MACAULAY
ROBERT, Earl of Huntington, afterwards Robin Hood	DONALD CLARKE
LITTLE JOHN, an outlaw	EDWARD ROECKER
FRIAR TUCK, a mountain of good faith	RICHARD WENTWORTH
ALAN-A-DALE, an outlaw	ROSALIND NADELL
WILL SCARLETT, an outlaw	VAN HAWLEY
SIR GUY OF GISBORNE, claimant to Huntington earldom	LEONARD ELLIOTT
MARIAN, daughter of Lord Fitzwalter	ELAINE MALBIN
DAME DURDEN, keeper of inn near Sherwood Forest	MARTHA BURNETT
ANNABELLE, her daughter	BETTY ANN BUSCH

EAST WIND

August 11 through August 17

Claudette Fortier, rejoining her father in Indo-China, after years at school in France, suffers humiliation in an unfortunate marriage with Rene Beauvais before finding real happiness with his brother, Paul. Music by Sigmund Romberg. Book and lyrics by Oscar Hammerstein 2nd. First produced: Manhattan Theatre, New York, October 27, 1931.



ROBERT FEYTI



MURIEL BENTLEY

PAUL GILBERT



HIT SONGS

- | | |
|------------------------|-----------------------------------|
| East Wind | Minnie, There's Nothing Like Love |
| These Tropics | The Americans |
| Parlando | Are Coming |
| It's a Wonderful World | I'd Fall in Love Again |
| Are You Love | You Are My Woman |

The Cast

- CLAUDETTE FORTIER, Pierre's daughter
 - - - - - VICTORIA SHERRY
 RENE BEAUVAIS, her husband - -
 - - - - - ROBERT FEYTI
 MARIE MARTEL, Claudette's friend -
 - - - - - MARIE FOSTER
 PAUL BEAUVAIS, Rene's brother -
 - - - - - EDWARD ROECKER
 PIERRE FORTIER, Claudette's father -
 - - - - - JOSEPH MACAULAY
 VICTOR CLIQUOT, a dealer in elephants - - - - - PAUL GILBERT
 TSOI SING, an Indo-China dancer -
 - - - - - MURIEL BENTLEY

The RED MILL

August 18 through August 24

Con and Kid, two Americans stranded in a Dutch town, go through much foolery in rescuing the burgomaster's daughter on the huge wings of the mill, uniting her with her true lover. Music by Victor Herbert. Book by Henry Blossom. First produced: Knickerbocker Theatre, New York, September 24, 1906.



RONNIE CUNNINGHAM

HIT SONGS

The Legend of the Mill	I Want to Marry You
Whistle It	Streets of New York
The Isle of Our Dreams	Because You're You
When You're Pretty and	Wedding Bells
The World Is Fair	In Old New York

The Cast

CON KIDDER, a fast-talking American tourist	HAL LERO
KID CONNER, his pal, a little slow on the uptake	PAUL GILBER
BURGOMASTER, pompous ruler of the village	RICHARD WENTWORT
GRETCHEN, his charming young daughter	BETTY ANN BUSC
WILLEM, harassed owner of the Red Mill Inn	ROBERT BERNAR
TINA, his dreamy, stage-struck daughter	RONNIE CUNNINGHAM
FRANZ, a babbling, ineffectual sheriff	PHIL SEE
MADAME LA FLEUR, a forceful lady touring Europe with her daughter	MARIE FOSTE
GOVERNOR OF ZEELAND, an insolvent aristocrat	ROBERT FEY



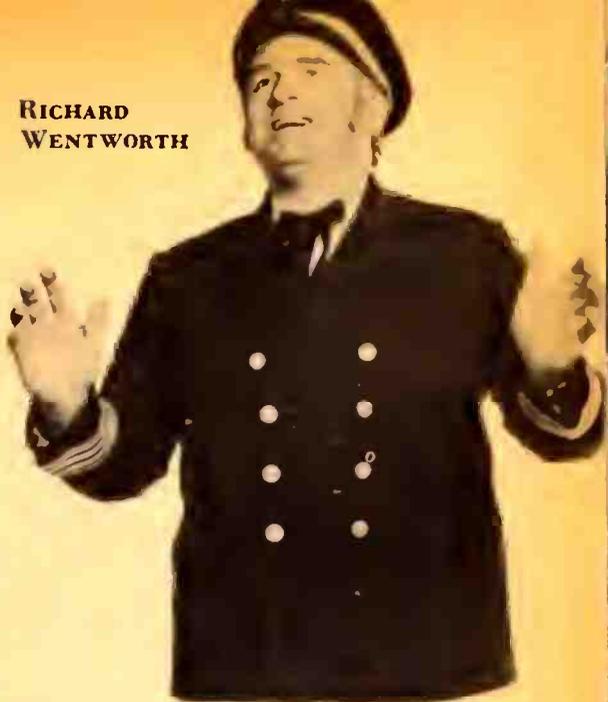
SHOW BOAT

August 25 through September 6

**RICHARD
WENTWORTH**

The Cast

QUEENIE, the cook - BERTHA POWELL
 PARTHY ANN HAWKS, Andy's wife - -
 - - - - - HELEN RAYMOND
 CAPTAIN ANDY, owner of the "Cotton
 Blossom" - RICHARD WENTWORTH
 ELLIE, actress in boat play - - - -
 - - - - - RONNIE CUNNINGHAM
 FRANK, villain in boat play - - - -
 - - - - - SAMMY WHITE
 JULIE, leading lady of boat play - - -
 - - - - - JULIE WILSON
 GAYLORD RAVENAL, a river boat gam-
 bler - - - - - DONALD CLARKE
 VALLON, a representative of the law -
 - - - - - JOSEPH MACAULAY
 MAGNOLIA, daughter of Capt. Andy and
 Parthy - - - - - GLORIA HAMILTON
 JOE, a river worker - - - - -
 - - - - - LA VERN HUTCHERSON



HIT SONGS

Only Make Believe	Life Upon The
Ol' Man River	Wicked Stage
Can't Help Lovin'	Why Do I Love You?
Dat Man	My Bill
Misery	You Are Love

The fortunes of Cap'n Andy and his troupe on the "Cotton Blossom" reflect life upon the Mississippi in its "show boat" days. Music by Jerome Kern. Book and lyrics by Oscar Hammerstein 2nd. Based on the novel by Edna Ferber. First produced: Ziegfeld Theatre, New York, December 27, 1927.



SAMMY WHITE

BERTHA POWELL

*A Scene from
"RED MILL"*

RICHARD H. BERGER

Producer

Television and motion picture producer and former production manager of the St. Louis Municipal Opera, comes to Starlight Theatre for his second year as production boss.





THEODORE ADOLPHUS
Choreographer

New York City Center ballet, television, St. Louis Municipal Opera, and the Opera Comique in Paris.



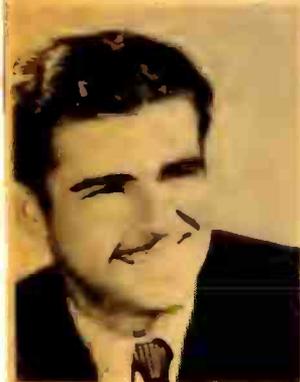
ROLAND FIORE
Musical Director

His second season at Starlight Theatre. Conducted Theatre-in-the-Round, St. Petersburg, Florida, last winter.



EDWARD REVEAUX
Stage Director

From professorship in drama department at Yale he went to Broadway where he directed Paul and Grace Hartman in "All For Love."



SHERMAN FRANK
Associate Music Director

Soloist National Symphony, Watergate Series, Washington, D. C. Assistant conductor, last summer, at Mount Airy Music Circus.



CLEM ECOLF
Stage Manager

Production co-ordinator for NBC Television shows. Toured with "Glass Menagerie;" and with USO Camp shows through Japan and Korea.



PHILIPPE DE ROSIER
Scenic Designer

Worked with the late Serge Koussevitzky and the Boston Symphony orchestra in creating sets for twelve operas, including three world premieres.



MORGAN JAMES
Associate Stage Manager

Stage manager on Broadway for "Cesar and Cleopatra" with Lillian Geller and Cedric Hardwicke, after stage-managing "Good-Bye, Baby" at Westport Country Theatre.



ANTHONY FERRARA
Associate Stage Manager

Sang for two seasons with the St. Louis Municipal Opera, appeared on Broadway in "Knights of Song," and has been heard in concerts not only many times in Kansas City, but as far away as Sydney, Australia.



WARREN BOUDINOT
Ensemble Director

With the Detroit Civic Light Opera Association prior to joining the Starlight staff last year.

SWINGING THE DIAL TO 710

(Continued from page 206)

to the vast baseball fandom of the Kansas City area. For the third year WHB and Larry Ray will be sponsoring "Radio Night" at Blues Stadium . . . and July 18th is the night! "Radio Night" is the mid-season celebration of appreciation given by WHB for its radio audience. "Radio Night" is a barrel of fun for everybody. The players, many of whom appear destined for major league stardom, give their best performances before filled and cheering stands. The fans are entertained not only by the game, but with such extras as a home run hitting contest, egg catching contest, catchers' peg-to-second contest, and a wheelbarrow contest. The "Radio Night" baseball game will be with the third-place Louisville Colonels; it begins at 7:30 pm, Friday, July 18. Be there if you can!

Music at 7:00 Across the Board

FIVE musical shows have been set for *Mutual's* Monday through Friday 7:00 to 7:30 pm CST schedule as summer replacements for vacationing MGM-produced shows.

The musicals, ranging from popular jazz concerts to string and symphonic presentations of semi-classic and operetta music, are to be heard in time periods normally occupied by *Woman of the Year*, which stars Bette Davis and George Brent; *The Black Museum*, featuring Orson Welles; *The MGM Musical Comedy Theater*; *Modern Adventures of Casanova*, starring Errol Flynn, and *Adventures of Maisie*, with Ann Sothern.

The top flight musical fare will include *Jazz Nocturne*, Monday evenings at 7:00, highlighting the Sylvan Levin orchestra; the song stylings of Jean Tighe, and the Mac and Jack quartet.

Tuesday at 7:00 pm, *MBS* tenor Jimmy Carroll will star in the *Jimmy Carroll Show*, along with a guest femme vocalist. The first guest will be Kay Armen.

Two programs will fill the Wednesday evening hour, 7:00 to 8:00. Effective July 2, *Mutual* presents *Music for a Half-hour*, devoted to operetta and musical comedy melodies. At 7:30 comes the *Great Day Show*, the participation quiz staged in armed service camps and currently heard on the Sunday schedule.

Emerson Buckley will conduct the *Mutual* string orchestra in *Symphonic Strings* starting Thursdays at 7:00 pm. This program will bring to the air string classics of the 17th to 20th centuries.

The *Mutual* Symphonic Orchestra, with Sylvan Levin directing guest piano soloists, gives life and sparkle to the *Concerto Festival* Friday evenings at 7:00. Seymour Lipkin, Rachmaninoff and Michaels Awards winner, is to be the first guest.

The Deb Dyer Show

YOU might have met him years ago warming his hands before the old stove down at the store . . . or did he drive the buggy at the Sunday school picnic? Uncle Deb Dyer is a lovable mixture of salt, ginger, charity and understanding. On *The Deb Dyer Show*, Uncle Deb disarms you with an opening roundelay accompanied by himself on the parlor organ, then he proceeds

CURRENT PROGRAMS ON

EVENING

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
6:00 15 30 45 55	Official Detective <i>Murder will out</i> The Shodow <i>Whodunit?</i>	Fulton Lewis, Jr. Lorry Roy, Sports Gobriel Heotter Songs of the Services <i>Music by Service</i>	Fulton Lewis, Jr. Lorry Roy, Sports Gobriel Heotter Songs of the Services <i>Bonds—Army, Navy, Air Force and Marine</i>	Fulton Lewis, Jr. Lorry Roy, Sports Gobriel Heotter Songs of the Services	Fulton Lewis, Jr. Lorry Roy, Sports Gobriel Heotter Songs of the Services
7:00 15 30 45	True Detective Mystery <i>Truth will out</i> Crime Fighters <i>Police story</i>	Jazz Nocturne <i>The Sylvan Levin</i> <i>Orchestra</i> Crime Does Not Pay <i>F.B.I. Reports</i>	Jimmy Corroll Show <i>Songs by Mutual's</i> <i>New Singing</i> <i>Sensation</i> Dr. Kildore <i>Lionel Barrymore</i>	Music For a Half Hour <i>Sylvan Levin Orch.</i> Proudly We Hoil <i>Historical</i> <i>Highlights</i>	Symphonic Strings <i>Mutual String Orch.</i> The Hordy Family Mickey Rooney
8:00 05 15 30 45	MGM Theatre of the Air <i>Dromatic—Full</i> <i>Hour with</i> <i>Movie Stars</i>	News, Bill Henry Tunes Till Game Time K. C. Blues Baseboll	News, Bill Henry Tunes Till Game Time K. C. Blues Baseboll	News, Bill Henry Tunes Till Game Time K. C. Blues Baseboll	News, Bill Henry Tunes Till Game Time K. C. Blues Baseboll
9:00 15 30 45	N. W. Univ. Rev. Stond <i>Timely topics</i> Chi. Theatre of the Air <i>Musical</i>	K. C. Blues Baseboll	K. C. Blues Baseboll	K. C. Blues Baseboll	K. C. Blues Baseboll
10:00 20 55	Chi. Theatre of the Air <i>Serenade in the Night</i> Mutual Reports News	K. C. Blues Baseboll <i>Serenade in the Night</i> Mutual Reports News	K. C. Blues Baseboll <i>Serenade in the Night</i> Mutual Reports News	K. C. Blues Baseboll <i>Serenade in the Night</i> Mutual Reports News	K. C. Blues Baseboll <i>Serenade in the Night</i> Mutual Reports News
11:00 15 30	Jock Loyton Show	Roch Ulmer Show <i>Ulmer says</i>	Roch Ulmer Show <i>"If you're on fire, send a wire"</i>	Roch Ulmer Show	Roch Ulmer Show
12:00 15 30 45	Jock Loyton Shew	Roch Ulmer Show	Roch Ulmer Show <i>Two full hours of "Pop" Music on request.</i>	Roch Ulmer Show	Roch Ulmer Show
1 pm	W IIB Signs Off	W IIB Signs Off	W IIB Signs Off	W IIB Signs Off	W IIB Signs Off

TIME

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

to tune up your heartstrings and make staunch your outlook for the remainder of the day. Hear him Monday through Friday at 1:00 pm. *The Deb Dyer Show*, sponsored by John G. Gaines & Co., is a recent addition to the popular WHB "Noon Hour".

Starlight Theater Preview

A SECOND year of Kansas City's wonderful *Starlight Theater* productions means another series of the *Starlight Theater Preview* over WHB

at 12:30 in the afternoon on summer Sundays. The show, as its name suggests, gives the WHB audience a preview of the coming week's *Starlight Theater* extravaganza—a half hour of the music; a bit of the story and color, and interviews with the *Starlight Theater* production staff or members of the casts.



There is nothing noble in being superior to somebody else. The true nobility comes in being superior to what you once were.

EVENING

FRIDAY		SATURDAY		TIME		
Fulton Lewis, Jr. Larry Ray, Sports Gabriel Heatter Songs of the Services	Land's Best Bands Twin Views of News Down You Go Hergen Evans News, Cecil Brown	00 15 30 45 55	6			
Concerta Festival Spotlight of Piano Damon Runyan Theatre Stories of Hwy.	Twenty Questions An old porlor gome Dance Music Name band	00 15 30 45				
News, Bill Henry Tunes Till Game Time K. C. Blues Baseball	Dance Band From New York Lambarda Land, U.S.A. Pap Music Hank Thompson Show	00 05 15 30 45			8	
K. C. Blues Baseball	Your Date With Dixie Jazz Band Dixieland Jambaree Red Nichols' Band	00 15 30 45				
Serenade in the Night Mutual Reports News	Serenade in the Night Music to Read By	00 20 55				
Rach Ulmer Show	Jack Layton Show	00 15 30	11			
Rach Ulmer Show	Jack Layton Show	00 15 30 45				
WHB Signs Off	WHB Signs Off	1 am				

MORNING

TIME	SUNDAY	MONDAY
5:30		Tawn & Country Time
6:00	<i>Silent</i>	News, W'ther, Livestack
6:15		Songs by Dan Sullivan
6:30		Ray Rogers' Songs
6:45		Sons of the Pioneers
7:00		Sun Dial Serenade
7:15	<i>Light Classics with time & temp.</i>	Musical Clack
7:30		
7:45		
8:00	News, Lou Kemper	News, Charles Gray
8:05	Weather Forecast	Weather Forecast
8:10	Wings Over K. C.	Fruit & Veg. Report
8:15	Sun Dial Serenade	Musical Clack
8:30	Bible Study Hour	Crosby Craans
8:45	<i>Dr. Barnhouse</i>	Musical Clack
9:00	Old Sunday School	Unity Viewpoint
9:15	<i>Hymns, Sermonette</i>	Paula Stane Show
9:30	Land of the Free	Sandra Lea Chats
9:45	Kasher Kamments	Our Favorite Neighbors
10:00	News, Lou Kemper	Ladies Fair
10:05	Barbershop Harmonies	
10:25	<i>The Best Quartets</i>	News, Les Nichols
10:30	<i>"Vacation Time"</i>	Queen far a Day
10:45	<i>Music & Tips</i>	
11:00	Heath Quiz	Curt Massey Time
11:15	Guy Lambarda Hour	Capital Commentary
11:25	<i>The sweetest music this side of heaven</i>	Souvenir Songs
11:30		Sandra Lea
11:45		Guy Lambarda Time

AFTERNOON

12:00	News, F. Van Deventer	News, Dick Smith
12:15	Health Quiz	Dan Sullivan
12:30	Starlight Theater	Roundup Time
12:45	<i>Music & Story</i>	
1:00	Bill Cunningham	Deb Dyer Shaw
1:15	Tunes Till Game Time	
1:30	K. C. Blues Baseball	Dan Sullivan Sings
1:45	<i>Play-by-play by Larry Ray</i>	
2:00	K. C. Blues Baseball	Club 710
2:15	<i>Mutual Mysteries in case of roin</i>	
2:30		
2:45		
3:00	K. C. Blues Baseball	News, Dick Smith
3:15	<i>Mutual Mysteries in case of rain</i>	Club 710
3:30		
3:45		
4:00	K. C. Blues Baseball	News, Dick Smith
4:05		Club 710
4:15		Kasher Kamments
4:30		The Showcase
4:45		News & Sports, Smith
5:00	K. C. Blues Baseball	Paale's Paradise
5:15	<i>Mysterious Traveler</i>	
5:30	<i>Bazarre Stories</i>	Half Past Five Time
5:45		
5:50		News, Cecil Brown



"Listen, Mamma!—WHB!"

TIME

SUNDAY
MONDAY

MORNING

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

TIME

Town & Country Time	Town & Country Time	Town & Country Time	Town & Country Time	Town & Country Time	5:30
News, W'ther, Livestock Songs by Don Sullivan Roy Rogers' Songs Sons of the Pioneers	News, W'ther, Livestock Songs by Don Sullivan Roy Rogers' Songs Sons of the Pioneers	News, W'ther, Livestock Songs by Don Sullivan Roy Rogers' Songs Sons of the Pioneers	News, W'ther, Livestock Songs by Don Sullivan Roy Rogers' Songs Sons of the Pioneers	News, W'ther, Livestock Town & Country Time Roy Rogers' Songs Sons of the Pioneers	00 15 30 45
News, Charles Gray Musical Clock	News, Charles Gray Musical Clock	News, Charles Gray Musical Clock	News, Charles Gray Musical Clock	News, Charles Gray Musical Clock	00 15 30 45
<i>105 minutes of cheerful "wake up" music with the time and temperature every five minutes</i>					
News, Charles Gray Weather Forecast Fruit & Veg. Report Musical Clock Crosby Croons Musical Clock	News, Charles Gray Weather Forecast Fruit & Veg. Report Musical Clock Crosby Croons Musical Clock	News, Charles Gray Weather Forecast Fruit & Veg. Report Musical Clock Crosby Croons Musical Clock	News, Charles Gray Weather Forecast Fruit & Veg. Report Musical Clock Crosby Croons Musical Clock	News, Charles Gray Weather Forecast Fruit & Veg. Report Musical Clock Crosby Croons Musical Clock	00 05 10 15 30 45
Unity Viewpoint Paula Stone Show Sandra Lea Chats Our Favorite Neighbors	Unity Viewpoint Paula Stone Show Sandra Lea Chats Our Favorite Neighbors	Unity Viewpoint Paula Stone Show Sandra Lea Chats Our Favorite Neighbors	Unity Viewpoint Paula Stone Show Sandra Lea Chats Our Favorite Neighbors	Unity Viewpoint Our Favorite Neighbors Friendly music	00 15 30 45
Ladies Fair Tom Moore talks to the ladies and the ladies talk back News, Les Nichols Queen for a Day Jack Bailey and his	Ladies Fair News, Les Nichols Queen for a Day "Cinderella" show	Ladies Fair News, Les Nichols Queen for a Day	Ladies Fair News, Les Nichols Queen for a Day	Cowtown Carnival Western Music News, Les Nichols Cowtown Carnival Western Music	00 05 25 30 45
Curt Massey Time Capital Commentary Souvenir Songs Sandra Lea Guy Lombardo Time	Curt Massey Time Capital Commentary Souvenir Songs Sandra Lea Guy Lombardo Time	Curt Massey Time Capital Commentary Souvenir Songs Sandra Lea Guy Lombardo Time	Curt Massey Time Capital Commentary Souvenir Songs Sandra Lea Guy Lombardo Time	Cowtown Carnival Western Music Roy Rogers Show King of the Cowboys	00 15 25 30 45

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AFTERNOON

News, Dick Smith Don Sullivan Roundup Time Cowboy Stars with Western music	News, Dick Smith Don Sullivan Roundup Time Western music	News, Dick Smith Don Sullivan Roundup Time	News, Dick Smith Don Sullivan Roundup Time	News, Dick Smith Roundup Time	00 15 30 45
Deb Dyer Show Homespun philosophy and folk music Don Sullivan Sings	Deb Dyer Show Don Sullivan Sings	Deb Dyer Show Don Sullivan Sings	Deb Dyer Show Don Sullivan Sings	G. Mill's Westernaires Tunes Till Game Time	00 15 30 45
Club 710 Two hours of the latest hits mixed with smart chatter by Rach Ulmer	Club 710	Club 710	Club 710	K. C. Blues Baseball Play-by-play by Larry Ray	00 15 30 45
News, Dick Smith Club 710 Continuing Rock	News, Dick Smith Club 710	News, Dick Smith Club 710	News, Dick Smith Club 710	K. C. Blues Baseball	00 15 30 45
News, Dick Smith Club 710 Kasher Komments The Showcase News & Sports, Smith	News, Dick Smith Club 710 Kasher Komments The Showcase News & Sports, Smith	News, Dick Smith Club 710 Kasher Komments The Showcase News & Sports, Smith	News, Dick Smith Club 710 Kasher Komments The Showcase News & Sports, Smith	Saturday Swing Session with Lau Kemper	00 05 15 30 45
Pool's Paradise America's saniest disc jockey Half Past Five Time Pop music till dinner time News, Cecil Brown	Pool's Paradise Half Past Five Time Pop music till dinner time News, Cecil Brown	Pool's Paradise Half Past Five Time News, Cecil Brown	Pool's Paradise Half Past Five Time News, Cecil Brown	G. Mill's Westernaires Les Brown Show Kasher Komments Pee Wee Reese Show	00 15 30 45 50

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

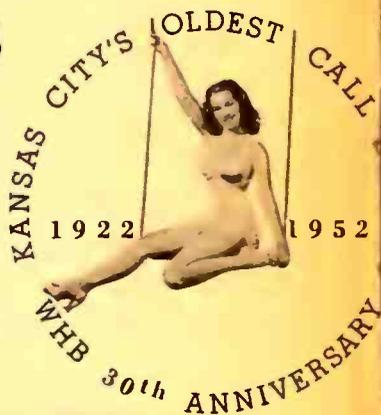
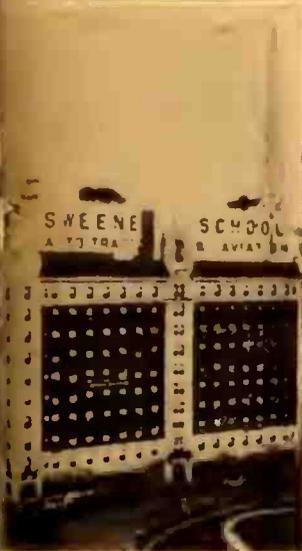
SATURDAY

TIME

The Swing is to WIB in Kansas City



THROUGH 30 YEARS WITH WHB



THE STORY IN PICTURES

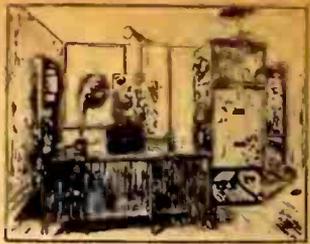




The most magnificent station in America, better than any other, was opened at 8:00 Tuesday evening.

WHB

Finest and Best Equipped Radio Broadcasting Station In America



Where Clark's Transmitter Set, Type 21, 500-watt, 740 get in one of its 1000 watts in the air.

PROGRAM of the Sweeney Automobile School Tuesday Evening, Aug. 15, 1922 At 8 o'Clock

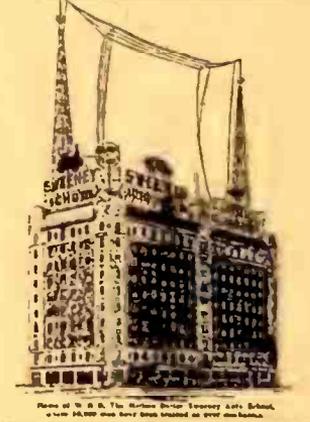
The Artist Appearing in Recital in Program Are:

- Mr. Ralph W. Street
- Mrs. Mrs. L. L. Lyon
- Mrs. Esther Howell
- Mr. George M. Miller
- Miss Marie McQuerey
- Harold Whelan
- Paul Thomas
- George Patrick
- Ken W. Greer
- Richard Muehlen
- Louis Lashburn
- J. Fred Jones
- Violinist
- Soprano
- Contralto
- Accompanist
- Tenor
- Pianist
- Corral Soloist
- Sevophone Soloist
- Pianist
- Cornet Soloist
- Trumpet Soloist
- Director Sweeney Orchestra
- Director Sweeney Band

Addresses by
Mayor Frank Cromwell
James M. Kemper
L. J. Sweeney

THE SWEENEY AUTOMOBILE, TRACTOR AND BICYCLE STATION, like every other station of the kind in the United States, is a big business proposition. It is the only station of the kind in the city, and it is the only station of the kind in the state. It is the only station of the kind in the country, and it is the only station of the kind in the world. It is the only station of the kind in the universe.

PRINCIPAL ADDRESSES
MAYOR FRANK CROMWELL
JAMES M. KEMPER



Home of W. H. B. The Station Where Sweeney Gets His Broadcast, is a \$40,000 one built by Sweeney and his partners.

Sweeney Radio Phones and Loud Talkers Will Be Used Tonight in the Following Parks
Swope Park, Shelter House and Dance Pavilion Penn Valley Park 39th and Gillham
15th and Benton Budd Park Troost Park Union Station Plaza
Parade Holmes Square Observation Park Spring Valley Park
Mayor Cromwell's Address on Civic Pride Will Be the Feature of the Evening.



The Sweeney Radio Phone used tonight in Swope Park, Shelter House, and other places, is a \$40,000 one built by Sweeney and his partners.

The Sweeney Radio Phone used tonight in Swope Park, Shelter House, and other places, is a \$40,000 one built by Sweeney and his partners.

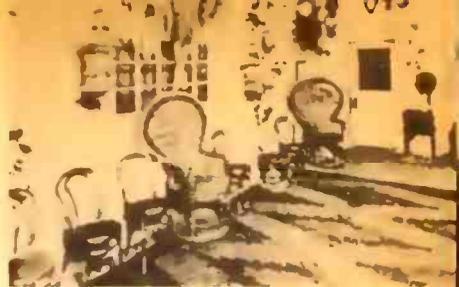
Radio Phones, Parts, Small Sets, Etc., at
GIRTEN & BALES RADIO CO.
218 North Broadway

LEARN A TRADE
Sweeney
SCHOOL OF AUTO-TRACTOR-FLYING
SWEENEY BLDG. KANSAS CITY, MO.



Students from the Sweeney Radio School are listening to a broadcast.

AUGUST 15, 1922 this full-page advertisement in the Kansas City Star heralded WHB's new 500-watt Western Electric set (its second transmitter) as "equal to any in the United States, expected to go from coast to coast." The program above was given "as an educational demonstration of what can be heard by radio."



RECEPTION ROOM—SWEENEY STUDIO
(below) 500-WATT TRANSMITTING SET

1922

*"The
Golden-
Voiced
Announcer"*

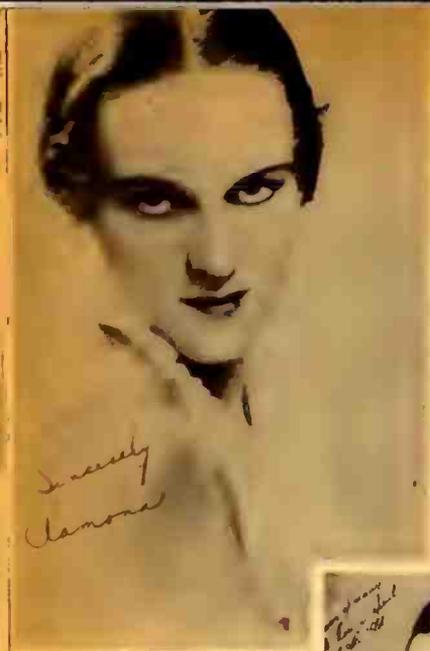


JOHN T. SCHILLING

who has managed a single radio station longer than any other man in the world.

THE SWEENEY ORCHESTRA. First "staff orchestra" heard on any radio station! "Real music by best artists obtainable—all professionals. Finest in America . . . these men are paid straight salaries so that they can devote all their time to practice." Led by Louis Forbstein, "formerly musical director of the Royal Theater", now known in Hollywood as "Lou Forbes."





ARARAT SHRINE SERENADERS — 1926. First "string band" in radio. Fred Kammer at upper right; Alex Adkins with accordion. They're still together in 1952 (with Pookey Lucas) as "The Strolling Troubadors."

AT WHB IN "THE OLD

RAMONA. Pianist and vocalist began her career at WHB.

PAUL TREMAINE (right) in his Columbia Recording Orchestra (below) of the '30s.



WHB became known by the '30s as the station "Where Headliners Begin." Pictured here are names familiar to every early-day crystal-set owner. Ramona graduated from WHB to Paul Whiteman's Orchestra. Paul Tremaine, saxophonist in Th Sweeney Orchestra, became a CBS conductor. Leath Stevens composes in Hollywood; wrote music played by Artur Rubenstein and New York Philharmonic in "Counterpoint."





WENDELL HALL
"Red-Headed Music Maker"



WOLFE & TOLLINGER
"Monometer Oil Twins"



SWEENEY DAYS

"GOLDIE" (right) is nickname for Henry E. Goldenberg. As a lad he helped build first WHB transmitter. Has been WHB chief engineer ever since graduation in engineering from University of Illinois.

LEATH STEVENS (upper right) was a pianist at WHB; now writes music for Hollywood films.

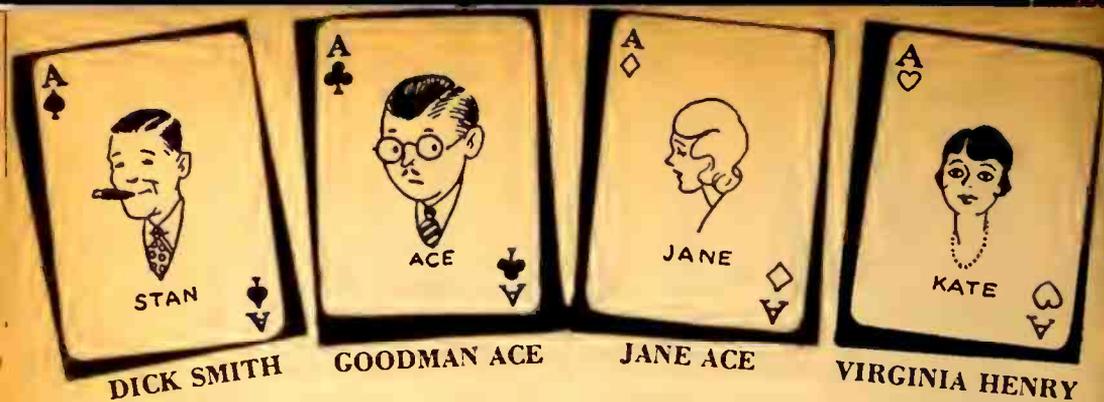
"ARKANSAS WOODCHOPPER" (far right). Henry Ossinbrink was pioneer "hill billy" singer-guitarist.



MARTIN & TAYLOR, popular "harmony team" of the '20s. Sam Martin, today a dairy products magnate, still strums a rhythmic uke; enjoys entertaining friends with songs and card tricks.

RUTH YOUNGE was featured in her own piano program; later led staff orchestra on studio programs and the "Jones Radio Revue."





GOODMAN ACE — "THE MOVIE MAN"

AROUND THE K. C. ATHLETIC CLUB, back in the 1920s, a young and sarcastic player of "Down-and-Out Rummy" named Goodman Ace was distinguished by three things: (1) A "literary" look sharpened by an immense pair of tortoise-shell glasses. (2) An intense dissatisfaction with the *status quo* of anything. (3) A habit, late in the week, of carrying around the current issue of *Variety*, trade paper and "bible" of show business.

Published in New York City Wednesdays, *Variety* never reached Kansas City before Fridays. There exists a feeling among Ace's intimates of those days that one reason he wanted to make the eastern "Big Time" was to read *Variety* on its publication date.

He made the "big time", all right!—as creator, writer, producer and director of "Easy Aces" in which he played "Ace". His first Chicago sponsor was Lavoris. Later the program originated in Manhattan for a succession of big moola advertisers. While in Chicago Ace hired a school teacher to act one of the supporting roles, "Marge." This was Mary Hunter, now a successful stage director of Broadway plays.

"Easy Aces" ran for years. Goodie, more of a calculating business man than old Athletic Club pals might suppose, was wily enough to keep perfect recordings of all his live broadcasts, while also retaining the copyrights. Later he packaged these "Aces" in re-issue form, as transcribed shows; and collected an additional \$75,000 a year on his files.

With the demise of "Easy Aces", Goodie showed up at CBS as a high-priced executive in the program department. Seldom has there been such an executive. Typically he presided over a motley circle of strange characters known as gag men—many of them semi-literate but possessed of a wild genius for twisting normal comments into crazy jokes. Ace was the boss genius. More recently he has been the man behind Tallulah on NBC's "Big Show"—chief wag and gag washer. On the side, he's the erudite TV-Radio critic for *The Saturday Review of Literature*.

An enthusiastic horse player quick to pursue those fast bucks, he turned out a filmed version of "Easy Aces" used as movie shorts and





on TV. His newest radio show, "Jane Ace, Disc Jockey," stars his wife Jane, a Kansas City girl whom he married in 1922.

At that time Ace was a columnist, movie and theatrical critic for *The Kansas City Post*, the newspaper described by Gene Fowler as "the Bonfils and Tammen *shimbun* which since 1909 has daily startled Kansas Citians (circulation 190,000) with its crime news and blood-red headlines." In 1922, multi-millionaire Walter S. Dickey bought the *Post* for \$1,250,000, and merged it with his *Kansas City Journal*. Ace developed as a member of the *Journal-Post* editorial "stable" which included Ed Cochrane, Eddie Meisburger, Earle Smith, Tom Collins and John Cameron Swayze.

Ace did his first broadcasting on WHB as "The Movie Man", talking about movies and answering questions. Then he created "Easy Aces", which Don Davis (at that time an advertising agency partner in the firm of Loomis,

Baxter, Davis & Whalen) sold to Arthur Bird for Bird's Drugs, Inc., retail drug chain.

Blackett-Sample-Hummert took the act to Chicago; and Ace began reading *Variety* Thursdays.

Ace writes: "Congratulations, Don Davis on the 30th Anniversary of enterprising WHB! The first time I ever knew a microphone well enough to speak to was at WHB in the old Sweeney Building. My roommate Jane, who used to help me out at WHB claim now that I dragged her up there when she was a child of two. But she does remember you fondly as the man who got us our first big sponsor when we started 'Easy Aces' in Kansas City. However, I personally remember you most fondly for those delicious girls on the WHB swing. All our love and continued prosperity."

GOODMAN AND JANE ACE

P.S.—Ace now reads *Variety* on Wednesdays.

NORVELL SLATER

"The Cook Painter Boy"

NORVELL RECALLS the '30s when his duties as staff announcer included sweeping out, filing phonograph records, running the control board and selling time. He also did a one-man show as "The Cook Painter Boy," at 10 o'clock every morning — beating the piano, singing a few ditties and giving commercials for Cook's Paints. One morning he received a call from the Foreman & Clark store; rushed over with rate card and contract; and to his surprise signed the advertiser for a schedule of spot announcements. Suddenly he realized that in his excitement he had completely forgotten about his radio program. But he was glad to get the advertising order!



Slater (above) now lives in Dallas, Texas, where he is on the staff of WFAA and has a regular program on WFAA-TV.

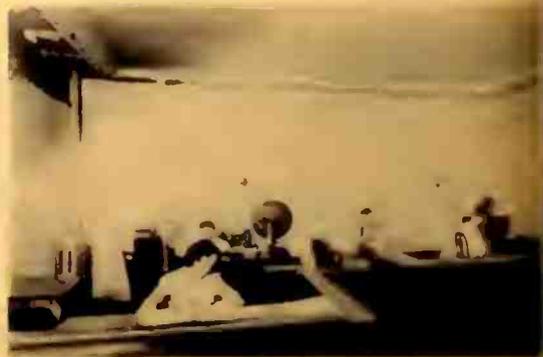
IN THE "HOTEL BALTIMORE" STUDIOS

DARK DAYS and silent nights descended upon WHB in 1929, when the station lost its full-time license coincident with the decline in the fortunes of Emory J. Sweeney, its founder. With 500-watts power, WHB was assigned a daytime license on 860 kilocycles. When Mr. Sweeney sold the Sweeney Building, studios were moved to the Hotel Baltimore (which formerly occupied the block on Balti-

more Avenue between 11th and 12th Streets.) Here, working selflessly, John Schilling and Henry Goldenberg kept the station on the air and struggled to save its license; while the courts negotiated a sale. But the station remained popular with listeners! Every Saturday afternoon 800 of them would crowd into the "Pompeiiian Room" of the hotel to witness the "WHB Staff Frolic."



THE BALTIMORE STUDIOS were in one large room of the hotel. Behind a glass partition was the layout shown above. Control panel and record turntable occupied closet.



BUSINESS OFFICE was at other end of the same room. At desks: Lou O'Connor Wilche, John Schilling and Jack Glover; Al Stone, Norvell Slater; and Margaret Barnum Coe.

LOUISE WILCHER

Organist—"Staff Frolic" Pianist

LOU'S MEMORIES INCLUDE: An age-long silence when a remote-control bell from the Baltimore Studios failed to ring in the Jenkins Organ Studios, three blocks away, as her signal to begin her program . . . The day a repairman, stranded in the organ pipes when a ladder fell, was forced to remain there during 30 minutes of music. He was deaf for hours afterward! . . . And the time Lou was arrested for speeding en route to the studios, then marooned in an elevator which got stuck. Lifted out over the operator's shoulders, she arrived with five seconds to spare. The program: "Daydreaming At The Piano — An Interlude for Relaxation."



Lou, (above) today, at the Hammond organ in her Stamford, Conn., home. Not shown: son Charles; daughters Cindy Lou and Jennifer; husband, Jack Wilcher. At right, as Lou O'Connor in 1931.



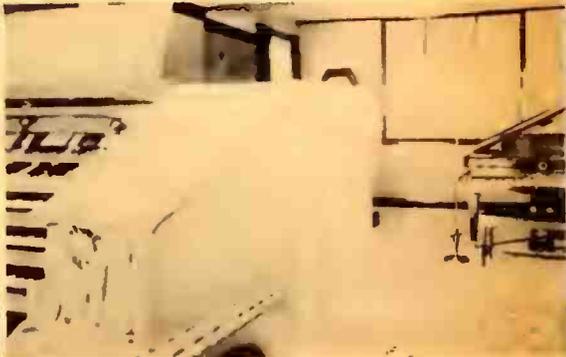
— COOK'S PAINTS ACQUIRE WHB

THE LATE Charles R. Cook, president of the Cook Paint & Varnish Company, was a music-lover to whom the idea of owning a broadcasting station appealed greatly. He was encouraged by one of his young executives, John F. Cash, later to become a vice-president of the Cook organization. Although radio was not yet "commercial" (it was taboo in those days to mention the price of an advertised

article over the air), Mr. Cash envisioned broadcasting as a great advertising medium, as well as a combination of theatre, concert stage, public forum, schoolhouse and town crier. Mr. Cook was persuaded to purchase the old Sweeney equipment, and advance funds for the erection of a new broadcasting plant in North Kansas City. The WHB license was transferred to Cook's April 15, 1930.



NEW TRANSMITTER was erected near Cook Paint factory in North Kansas City, in 1930. A 1,000-watt Western Electric set; licensed to operate daytime only with 500 watts.



ORGAN STUDIOS were in the Jenkins Music Company Building. Here Lou O'Connor Wilcher and S. F. Rendina played organ-piano concerts still remembered by listeners.



STUDIO "A"
 (left) contained record turntables and announcers' control board. (Below) **JOHN T. SCHILLING** as he looked in '32.



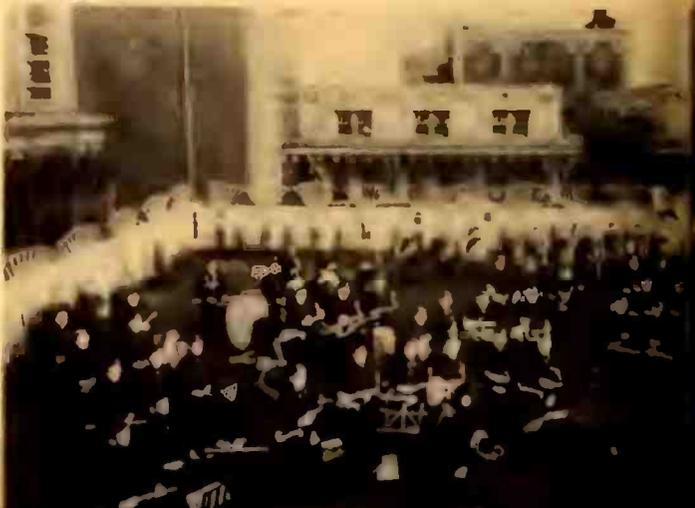
1932 • "WHB GREET'S YOU FROM PENTHOUSE GRILL"

IN MAY, 1931, Cook's decided to enlarge the WHB Staff by employing an advertising executive. Don Davis, who was then a partner in the advertising agency of Loomis, Baxter, Davis & Whalen, had in 1927 plunged with both feet into radio. As an agency man, he was writing European travelogues given on WMAQ in Chicago for The Travel Guild by

Bill Hay, the Amos & Andy announcer. He had sold "Easy Aces", at that time just becoming known in Kansas City, to Arthur Bird for Bird's Drugs. For Loose-Wiles Candy he produced in Hollywood one of the earliest dance band transcription programs, by Earl Burnett's Orchestra from the Hotel Biltmore featuring the Burnett Trio and Jess Kirkpatrick. For Cook's, Davis had launched "The Cook Painter Boys" orchestra.

OUTDOOR STUDIO (right) on Scarritt Building Roof. The K. U. Band plays a concert.

PENTHOUSE GRILL had a soda fountain, tables for twenty, and did a thriving business with studio visitors. This room now houses WHB Newsbureau.



STUDIO "B"
 (right) was the
 "big" studio, home
 of the "Staff Frolic"
 (Below) **DON**
DAVIS in '32.



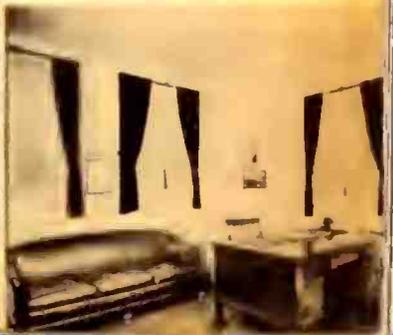
"HOUSE STUDIOS" in the Scarritt Building

COOK'S INVITED Davis to become president of WHB—and he began by employing Ed Dennis, just out of K. U., as a salesman; and by negotiating a lease for new studios. James Free, of the firm of Free & Sleinger (now Free & Peters), a Scarritt son-in-law and a pioneer radio station representative, found WHB its Penthouse in the Scarritt Building. Remodeling began; alternating current was brought in from the new Fidelity

Building; and WHB occupied its "new" studios in June, 1932. Space on the floor below was added as the staff grew in numbers and the complexities of programming and station operation increased. "Penthouse Serenade" became WHB's theme song, played at sign-on and sign-off . . . with special WHB lyrics by Jack Wilcher.

JENKINS AUDITORIUM STUDIO (left) was home of the "Kansas City Kiddie Revue." Saturday mornings two complete performances were often given, to accommodate crowds. First performance was broadcast.

PRESIDENT'S OFFICE was also used as studio.





MUSICAL CLOCK

July 12, 1931, WHB brought the "original Musical Clock" to Kansas City. Halloween Martin of KYW (then located in Chicago) trained **GEORGE HOGAN** (above) to broadcast program.

GEORGIE PORGIE BOYS ● CHORUS GIRLS

Sensationally popular on WHB in the early '30s were Cranberry Bill, Jack Savage and Doc Hopkins, shown above with their "fiddler", Shep. They advertised "Georgie Porgie Breakfast Food" in 30-minute programs twice a day—with such success that rival cereal makers wondered what had happened to their market in Kansas City!

Because of its daytime license, WHB was unattractive to the networks as an outlet. (This condition continued until Mutual accepted WHB as a daytime outlet in 1936.) Prior to that date, WHB could carry no network dance-band "remotes". Hence, "Day Work In A Night Club"—an ingenious broadcast of rehearsals from the Avalon Supper Club floor show.

DAY WORK IN A NIGHT CLUB





CAPT. W. G. MOORE

Another "pioneer" of the '30s was the late "Bill" Moore, ex-pilot in the RCAF of World War I, who began his radio career on WHB as a hockey reporter. While a captain in the U.S. Air Force Reserve, he and Bob Burt originated "Jimmie Allen"; and Moore wrote "Howie Wing" sponsored by Kellogg's on CBS. Don Davis was Moore's personal manager.



THE "COOK TENOR"

Shortly after WHB occupied its Penthouse Studios, John Wahlstedt joined staff, singing as "The Cook Tenor" and serving as a salesman, then as program director. He was featured with Lou O'Connor at the organ (and later Alberta), in a half-hour daily program.

JOHN WAHLSTEDT



"WEATHERMAN- IN-PERSON"

Kansas City offices of the Weather Bureau at this time were located in the Scarritt Building. June 24, 1932, A. M. Hamrick, official government weather forecaster, made his first broadcast over WHB—believed to be the first weather man ever to broadcast official weather forecasts.

A. M. HAMRICK



CHARLES LEE
with **RICHARD McGEHEE**
his "Stooge"



ERA McNARY



THE KANSAS CITY
"KIDDIES' REVUE" Produced by **CHARLES LEE**





A half-hour weekly stage-show and broadcast that ran for 520 performances over a period of ten years was the result of a friendship between Lathrop Backstrom, now president of Cook Paint & Varnish Company, and Charles Lee Adams. Backstrom and Adams were members of the 356th Infantry, 89th Division in World War I.

Adams turned up in Kansas City in 1932, thinking perhaps his years of stage experience might be useful in radio. Backstrom sent him to WHB. There was no "job" open—but as usual, when promising talent appeared, Don and John set out to create an opportunity for the applicant. They persuaded John W. Jenkins III and Frank Howard of the Jenkins Music Company to sponsor a weekly program which Adams created and titled the *Kiddies Revue*.

Adams auditioned hundreds of small fry, built an orchestra of child performers, en-

listed the aid of Kansas City's dancing schools, planned routines, suggested costumes, wrote a theme song and each week's scripts—and for eight years produced a weekly show which he emceed as "Charles Lee." It carried on for two years after Adams left WHB . . . but no other producer could quite make it "click" as Adams had done. He was a marvel of ingenuity, patience, kindness and diplomacy—dealing with jealous mothers and child performers who often displayed unexpected twists of temperament. Each week, out of chaos and bedlam, Adams turned in a smooth performance and a finished "production." An entire generation of young Kansas City performers learned stage technique from "Charles Lee."

Outstanding among them is Vera Claire McNary, of the Kansas City Philharmonic, whose "Marimba Co-Eds" are a flashy new sensation in the entertainment world, touring the United States, Canada and the Caribbean.



operated recording equipment, wrote programs, and "pinch hit" generally. Now operates KIND, Independence, Kansas.



JACK TODD (above) announced, sang hymns, was program director. He now manages KAKE in Wichita, Kansas.



"MOUSE" STRAIGHT (above) was first WHB Continuity Editor, wrote famous 1932 Year Book. Is now Advertising Manager, Spencer Chemical Co

KATZ' First "Million Dollar Sale" RADIO SHOW

THE SCENE BELOW is in Kansas City's "Convention Hall", now razed to make way for its \$6,000,000 Municipal Auditorium. The occasion was the climax of Katz 'Drugs' first "Million Dollar Sale" in 1930. Attractions were an auction sale of Katz merchandise and

"WHB Radio Show". Les Jarvies was master of ceremonies. The crowd was almost too big for police to handle. Evolution of this idea is annual "Katz Concert" in Municipal Auditorium, presenting Kansas City's Philharmonic Orchestra and world-famous guest artists.



... was radio "stage name" for Mrs. Cliff Johnston, popular vocalist on daily program.



LENN STEBBINS (above) as Secretary of K. C. Livestock Exchange; broadcast daily market reports.

TOMMY WRAY (above) succeeded Stebbins; was popular livestock market reporter for several years.

THE NORTH SIDE MUNICIPAL COURT

TO PROVIDE a morning half-hour of "public service" programming designed to reduce traffic accidents, WHB conceived the idea of broadcasting court proceedings against persons arrested for speeding and other traffic viola-

tions, by remote control, direct from the courtroom. With Judge Tom Holland on the bench and Prosecutor Tom Gershon the broadcasts proved sensational; cut traffic death rate 44%; and were imitated in 26 American cities.



LES JARVIES, Comedian, and ALLEN FRANKLIN, M. C. sparked "Jones Radio Revue"—with Ruth Young's Orchestra and WHB vocalists as entertainers. Jarvies and Franklin gave daily humorous skit.



EDDIE AND JIMMIE DEAN (above) shown here with Mel & John presented half-hour programs for Crazy Crystals. Duo later scored success in Hollywood.

THE "JONES RADIO REVUE"

Sales promotion manager of The Jones Store, J. V. Hopkins, had idea for a daily noon hour of free broadcast entertainment for store's customers—presenting the "WHB Farmers' Hour" and a variety show titled the "Jones Radio Revue." For almost two years, an average of 1400 people daily attended broadcast in stor auditorium.



JACK GROGAN

FROM NEW YORK CITY, where he is program manager of NBC's flagship stations WNBC and WNBC-FM, John M. Grogan writes on WHB's 30th birthday:

"Six of WHB's 30 years—from 1934 to 1939—represent some of my happiest and most productive. The twelve years, 48 states and eight countries I've gone through since haven't dimmed my memories of wonderful people and experiences I knew while on the staff at the old Alma Mater.



with DIXIE'S LUMBERJACKS

"Every day was a new experience—some startling, some screwball, some tragic, some hilarious—but most of them unforgettable. I remember a March day in 1939 when I was the first male ever to broadcast from the swimming pool of the Y.W.C.A. . . . Y-double-yuh, that is!

"And the characters who crowded into our 'Man-on-the-Street' mikes at the Midland Theatre—the merchants, housewives, judges and bums who all wanted to get their two-cents-worth said! Like the kindly, sweet-faced, white-haired old lady who latched onto the mike and flailed a local politician in language qualifying her for membership in the Truck Drivers' Local.

"I remember the WHB Christmas Cupboard programs where we pulled in carloads of canned foods for needy families. And broadcasts from the 'glass bowl studios'—window remotes from John Maguire's store on Grand Avenue, with crazy, wonderful Les Jarvies! I remember

and the STYLE AND SMILE LEADERS

Andy Anderson Les Jarvies
Jack Grogan Lou Kemper

Charles Lee and the Kiddies' Revue . . . the 3,971st Staff Frolic . . . and the incomparable Virge Bingham. First-timers to the Frolic were hard to convince of Virge's blindness because he was so uncannily at home on the 12th floor, and never fumbled or stumbled . . . And the American Royals we covered!—the parades—the sports—and special events of every hue and color!

"But I remember best the spring day in 1934 when my home telephone rang, with Jack Todd calling to tell me I was to start at WHB next week, on the staff! It didn't matter that it was for \$10 a week . . . or that I was to make my air debut as 'Melody Mike and His Mountaineers' . . . or that the sponsor was *Feenamint*. At last I was a radio man and my future lay brightly ahead of me! Thanks for everything, and an even happier sixtieth anniversary!"





THE HARL SMITH ORCHESTRA

PERENNIAL favorites in Kansas City and on WHB, Harl's orchestra has been at Sun Valley, Idaho, since the world-famous Union Pacific resort opened in 1936—was "staff band" at WHB in 1931-34. Photo above shows the original group at The Kansas City Club in 1933—photo at right, in 1952. In Ketchum, Idaho, Harl (photo at left) operates the Chrysler agency; "Brute" Hurley sells Chrysler cars; Paul Bragg is Utoco gasoline distributor; Hap Miller has an appliance and record store.



EGENER

McCARRICK

HURLEY

BRAGG

MILLER

I'm Dating My Life For You



POSTER below heralded Harl's appearance at Hotel Bellerive and over WHB in 1944.

"I'M LIVING MY LIFE FOR YOU"
Band's theme was written by Harl and Nick. A Hal Kemp recording is now a collector's item.

Morritt

HARL SMITH ORCHESTRA

Radio Station
WHB

880 ON YOUR DIAL at 7:15 P.M. Daily

HARL SMITH

SUN VALLEY ORCHESTRA



HARL'S MEMORIES of "the old days" at WHB recall when the band broadcast by remote control from Hap Miller's apartment at the Coronado—"Studio Z of WHB"—to save the boys the trouble of making a trip to WHB each afternoon! . . . Of the time they offered to give away six-week-old kittens found by Peg Smith—and had 407 telephoned requests. Harl had announced that Nick McCarrick would deliver the kittens in person! . . . Fan

letters suggested the band should have a girl singer. The boys built it up—said they had selected one—and that she would appear on a certain date. The day arrived and Nick's little girl, aged three, sang a chorus of their theme. "And I never heard it done better," writes Harl. . . . Photo below shows the orchestra in 1944 on outdoor terrace at Sun Valley Lodge. In the background is the skating rink. At Sun Valley, they skate all summer.





RED" NICHOLS

FROM THE Muehlebach Grill in 1933, Red Nichols and His Orchestra began a dance-band parade which for many months included Isham Jones, Henry King, Freddy Martin, George Hamilton, Gus Arnheim, Ben Pollack, Barney Rapp, Nye Mayhew, Paul Pendarvis, Dell Coon, Benny Meroff, Carl "Deacon" Moore, Earl Burnett, Boyd Raeburn, Carlos Molina, Herbie Kay (with Dorothy Lamour as vocalist), Art Jarrett and Eleanor Holm, Henry Halstead (Clarence Rand, vocalist), and many others.

THE SONGCOPATORS"

Vocal trio organized at WHB, who later joined "Red" Nichols and were on Kellogg's NBC show from New York.

MISS CROWELL GEORGE BACON JACK WILCHER



JOHN CAMERON SWAYZ

became WHB's featured newscaster in 1935, broadcasting a quarter-hour three times daily from the *Journal-Post*.

JACK WILCHER

who wrote lyrics for WHB's Theme Song. Now a New York agency executive, he writes commercial jingles and popular songs; is a Radio and TV producer.





"Pete" Swayze recalls a muffed remote control signal, when he blew his nose just as his WHB mike was cut in. "Listeners heard what sounded like a tremendous Bronx cheer," he says. "It was one of my most embarrassing moments." This photo is of Swayze, the Camel News Caravan TV newscaster of today.



DICK SMITH
 Joined WHB staff in 1933 as announcer. Produced hundreds of commercial shows; became newscaster, War Program Manager, Chief of Newsbureau, Program Director.



JIMMIE ATKINS
 A "crooner" who plays his own guitar. At WHB two years, leaving to form a trio with Ernie Newton and Les Paul. Was later with Fred Waring; is now on his own ABC-TV show.

LES JARVIES
ALLEN FRANKLIN
NORVELL SLATER
WACK TODD



SOL BOBROV
 and the
KANSAS CITY CLUB
ORCHESTRA

On his first "job," Bobrov, a violinist, became WHB Musical Director after graduation from K. U. In his memorable orchestra pictured below are three to-be members of the K. C. Philharmonic; Lois Kraft, harpist; Ralph Stevens, cello (bass); Herb Johnston, drums. Connie Morris played piano; George Morris, trumpet; Frank Wagner, saxophone. Jimmie Atkins played guitar. He and Zerlina Nash were vocalists.

COUNT BASIE
 Featured on WHB for three years. "WHB is just wonderful," the Count writes. "I will always remember that you started me. Any time I needed cash, John would send me to Jenkins



and that wonderful organ. At times when there wasn't a spot open, Don would still give me the good cash . . . One day Don played with an idea for a piano spot in the afternoon for me, and I sang "Sunny Side of the Street." After the show, Don said "Count, everything is O.K. —but would you care if the vocal were cut?"





BOB CALDWELL, JR.

Bob came to WHB from the University of Missouri in 1933; established the Newsbureau when WHB's exchange news arrangement with Kansas City *Journal-Post* was dissolved in 1937. Broadcast news and special events.



LINDSEY G. RIDDLE

Lindsey was a resourceful member of WHB's engineering staff; left to join WDSU, New Orleans, where he is now chief engineer of AM, FM and TV operations.



"BUBS" BOYLE

Harold A. Boyle, from Northwestern University, joined WHB as a salesman. He is best remembered for his K.U.-0, Notre Dame football play-by-play broadcast from South Bend; and as "The Irish Reporter", WHB's first "Man-On-The-Street."



VIC DAMON

Vic installed and operated the WHB recording laboratory, Kansas City radio's first, at the Penthouse Studios in 1935. Night-time Mutual programs were transcribed for day-time broadcast until WHB secured full-time license.

SUMMERTIME ON WHB's "MARINE DECK"



WAUHILLAU LaHAY Recalls "Those Good

THAT TIME-WORN old cliché, one big happy family, isn't a cliché at all when I think about those old days at WHB. And I'm lucky enough to relive them often here in New York when I run into Jack "Sonny" Grogan and Kay Storm and Jack Wilcher and Lou O'Connor Wilcher and a lot of other ex-WHB-ers.

The first thing I always think of is my first show, "The Gadabout." I was scared simple. Bingham and Wells, the two blind pianists-singers, were on the show with me and the boys knew I was in the throes of a terrible case of mike-fright. Just before airtime, Virge turned around and "looked" at me and said, "Honey, if you get scared, just look at me and I'll wink at you." That shocked me back to normal and, I think and hope, the program went over. At least it stayed on the air all the time I was in Kansas City.

Virge always fascinated me. He knew every cone of us by our steps. He'd call out the phone number you had just dialed. He could remember everybody's key—even on "Staff Frolic." I used to tag around after him to watch him amaze others as he did me.

As a matter of fact, it's a wonder I ever wrote all those thousands upon thousands of programs and announcements. I don't see how I ever had the time because I was so busy watching and listening to Harl Smith's band and begging Loru Bailey to sing "I Didn't Know What Time It Was" and asking Sol Bobrov to play "African Lament" and shooting the breeze with Vera Cottingham at the switchboard and playing "battleship" with Mouse Straight and Ann Campbell and listening to Dick Smith's newest stories and dreaming up tricks to play on Russell Pratt.

But write 'em I did—and was on most of the programs I wrote. I well remember the night at the Muehlebach Plantation Grill that Don Davis introduced me to a Major Glueck. "You're our new home economist," said Don, "and this is your sponsor." In no time at all, I was wearing a longer dress and a hair net and lecturing to three hundred women on how to boil water! "Mrs. Bliss and Her Magic Kitchen" was the program's legit title, but nobody but nobody at WHB ever called it anything but "Mrs. Blich and Her Magic Kissing"! And I learned to cook, by gum!

The memories come in flashes . . . one of the "Girls of the Golden West" who always

wore gold sandals to the studio . . . the day I was making an announcement and proclaimed that "WHB broadcast from sun-up to dawn every day" . . . Norvell Slater's wedding with the kids in the studio (Ruth Lyons at the piano) broadcasting the nuptial music . . . the name and character of "Betty Gay" I created for a hosiery shop chain—now their "trade mark" . . . Herb Cook, "The Oklahoma Joy Boy" and the Three Little Words . . . Russ Pratt and I, both unable to carry a tune, joining serious Jess Kirkpatrick, to his sur-



DOROTHY LAMOUR AND HERBIE KAY
at the MUEHLEBACH GRILL

prise, as he sang "For You" . . . WHB's Ad Club show at the Kansas City Club when De Wolf Hopper did his wonderful "Casey at the Bat" and Russ Pratt, in the guise of an English radio man, preceded Ed Kobak's fine speech with the most sensational half-hour I ever heard . . . that hillbilly woman singer who put on complete stage make-up including beaded eyelashes for every performance . . . Cec Widdifield's wonderful French accent on a Lucky Tiger hair tonic program . . . Jack Todd's fan who wrote him passionate love letters every day and signed them, after pouring out her undying love in every line, "Yours Truly." . . . Blanche La Bow and her songs . . . ethereal Belle Nevins . . . the Northside

Old Days at WHB

Municipal Court broadcasts and the laughs we had over the characters—including all the "John Does" who were pinched in a Chesterfield Club raid.

"The Story Behind the Song" was a brain-child of mine and, I understand, went on for years. And "Kitty Kelly" and "Montgomery Ward's Christmas Lady" and all those others I used to write and announce. I should probably be proudest of a slogan I coined for the Gorman Furniture Company—"B. Gorman-wise, Economize." Yipe!



DOROTHY ★ WAHILLAU

There weren't singing commercials then, but we sang 'em! Any of us—including salesmen—pinch hit when an announcer didn't get to the microphone on time. Even Goldie and



WAHILLAU LAHAY
"THE GADABOUT"

John T. Schilling used to be heard occasionally.

And those parties Charlie Cook used to give for us! WHAT food! John Wahlsted always sang and Lou O'Connor played and the whole gang entertained.

Doggone it, Don and John, can I come back.

THE "JUBILESTA" OPENING ★ 1936

BRYCE B. SMITH
DICK SMITH
DAVE RUBINOFF
GEORGE GOLDMAN
BEN BERNIE
HENRY F. McELROY
BOB BURNS
RUSSELL LUGER
JOHN CAMERON
SWAYZE



WHB WINS VARIETY "SHOWMANSHIP"



EDUARDO HELLMUND



JESS KIRKPATRICK



CHARLES GUSSMAN

PERSONALITIES, programs, push and promotion led to *Variety's* award in 1936. Among the "personalities" were Eduardo Hellmund, WHB Travel Man, now living in Caracas, Venezuela, who with Don Davis staged Kansas City's first amateur "Skating Carnival" and its first "International Travel Show" . . . Jess Kirkpatrick, now a radio, TV and motion

picture actor in Hollywood . . . "Chuck" Gussman, now of Bucks County, Pa., radio writer . . . Dr. Russell Pratt, now an advertising agent in Pittsburgh . . . the late Virgil Bingham, sensational blind pianist, vocalist and arranger . . . Herb Cook, composer and pianist who organized and trained the "Three Little Words" appearing with Phil Spitalney.



RUSSELL PRATT JAMES ROOSEVELT VIRGIL BINGHAM

HERB COOK

ICE CLUB "SKATING CARNIVAL" AT PLA-MOR ARENA



AWARD AS BEST DAYTIME STATION



JESS ★ BENNY FIELDS



JESS ★ DR. PRATT



DOROTHY QUACKENBUS

STAGE ATTRACTION at Travel Show, produced by Charles Lee, and presented twice daily for a week, featured numbers by "Red" Nichols and His Five Pennies, the "Songcopators" and Jess Kirkpatrick . . . specialties by members of the WHB staff . . . and dancers from the "Kiddies' Revue." A bathing beauty contest, won by Dorothy Quackenbush, provided a "line" of show girls. Script for the production was written by Arnold Isenbarg and Al Stine.

From Hollywood, Jess Kirkpatrick writes: "My first and fondest memory of WHB is that it is the station of opportunity. Many of us in the radio and TV field here in Hollywood got our start at WHB. Everyone was so wonderful that I shall always treasure the friendships I made there."



VERNON HOYT, *Variety's* Kansas City correspondent, presents "Showmanship Plaque" to Don Davis for WHB.

"INTERNATIONAL TRAVEL SHOW" AT AUDITORIUM





... and America's Third Major Network Brings Superlative New Program Thrills To Kansas City's Pioneer Radio Station!



MUTUAL'S SPORTS BROADCASTS

... Mutual's sports broadcasts have been the backbone of its program for years. From the horse races to the college football games, Mutual has been the first to bring you the excitement of the sports world.



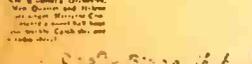
MARRIAGE CLINIC

... Mutual's Marriage Clinic is a service that has helped many couples in their marriages. It provides expert advice and guidance for those who are experiencing marital difficulties.



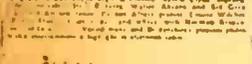
JESS KIRKPATRICK

... Jess Kirkpatrick is a well-known radio personality who has been a part of Mutual's program for many years. He is known for his engaging and informative broadcasts.



112 NOCTURNE

... 112 Nocturne is a popular radio show that airs during the late evening hours. It features a variety of music and entertainment programs.



ORMAN BROKESHIRE'S VARIETIES

... Orman Brokenshire's Varieties is a variety show that features a mix of comedy, music, and entertainment. It is one of the most popular programs on Mutual.



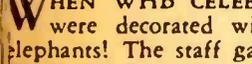
MC FOR TODAY

... MC for Today is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



IN THE FIELD OF SERIOUS MUSIC

... In the Field of Serious Music is a radio show that features classical and other serious music. It is a program that appeals to music lovers who appreciate high-quality sound.



60 KILOCYCLES - 1000 WATTS

... 60 Kilocycles - 1000 Watts is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



KANSAS CITY'S DOMINANT DAYTIME STATION

On December 29, 1936, Kansas City's oldest radio station called letters—WNB—became affiliated with America's newest major network, as the Mutual Broadcasting System thrust its westward to the Pacific Coast in the southwest nation-wide expansion in network history. Hardly more than two years old, Mutual and the letters WNB have already assumed a place of major importance to radio listeners, along with their older competitors, NBC and CBS.



WNB was a great pioneer, founded in May, 1922, by the Sweeney Automobile School and built by the man who is still its general manager, John T. Schilling.

Purchased in 1930 by the Cook Post & Varnum Company after it had lost its nighttime franchise, WNB began a sensational climb upward to resume its pioneer position of leadership in listeners' favor. By 1934, although not a network station, it had become known as Kansas City's Dominant Daytime Station—with a staff of nearly 100 employees and programs which attracted to it a steadily increasing percentage from alert advertisers.

When WNB joined Mutual a new chapter began in the history of Kansas City's pioneer station. You're invited to tune in and hear the greatest schedules of day-time programs heard from any station in America.

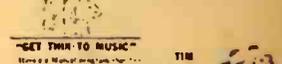
Originally founded as the "Quality Group" of radio broadcast stations, Mutual included as member stations WGN, the Chicago Tribune station—WOR, the Bonaparte station in New York—and powerful WLW, of Cincinnati. Note that these great stations have three call letters, not four letters, in their names. They are among the great pioneers of early American broadcasting. Similarly,

MUTUAL'S BANDWAGON—THE GREATEST DANCE BAND NAMES ON THE AIR!



SPECIAL EVENTS BROADCASTS

... Mutual's special events broadcasts have been a major part of its program for years. From the horse races to the college football games, Mutual has been the first to bring you the excitement of the sports world.



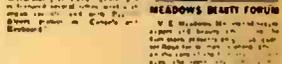
"GET THRU TO MUSIC"

... "Get Thru to Music" is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



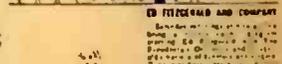
TIM AND IRENE

... Tim and Irene is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



LOU O'CONNOR

... Lou O'Connor is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



MEADOWS BEAUTY FORUM

... Meadows Beauty Forum is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



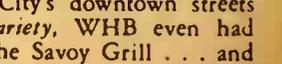
ED FITZGERALD AND COMPANY

... Ed Fitzgerald and Company is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



HENRY VENUTA'S PROGRAM

... Henry Venuta's Program is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.



HENRY WEBER - HAROLD STOKES

... Henry Weber - Harold Stokes is a radio show that features a variety of music and entertainment programs. It is a popular choice for listeners looking for a mix of entertainment.

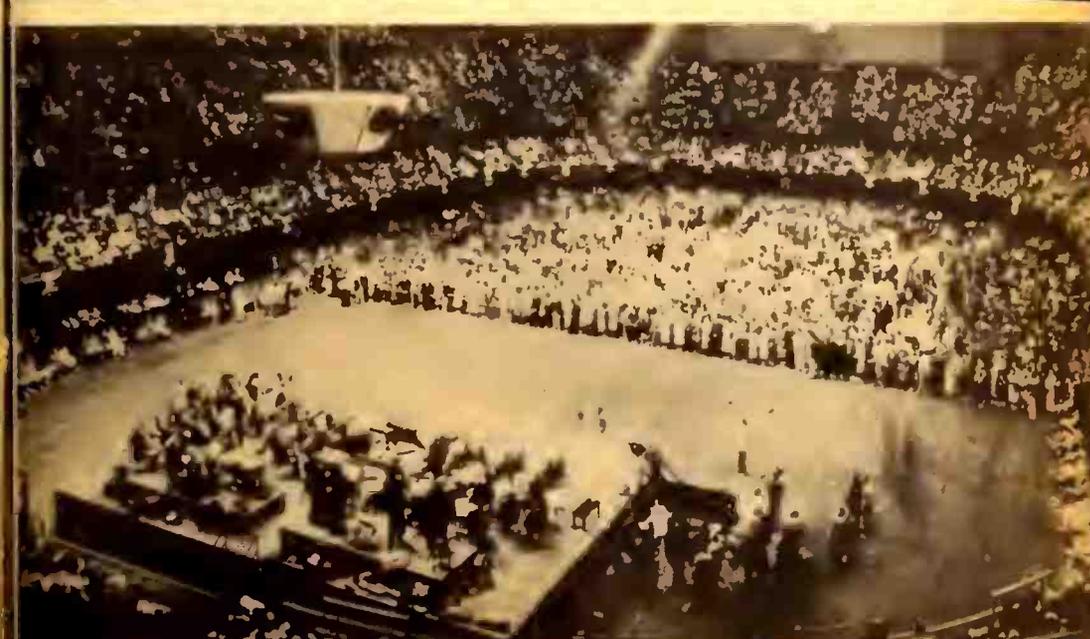
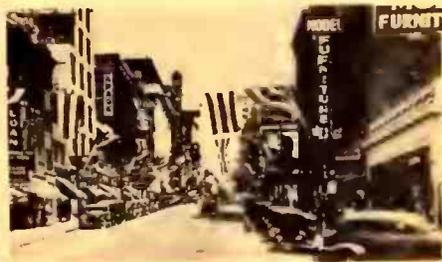
WNB

60 KILOCYCLES - 1000 WATTS
KANSAS CITY'S
DOMINANT DAYTIME STATION

ON THE AIR DAILY
DOWN TO DUSK
JOHN T. SCHILLING, GENERAL MANAGER
DON DAVIS, PRESIDENT

THIS IS THE MUTUAL BROADCASTING SYSTEM!

WHEN WNB CELEBRATED its 15th Anniversary in 1937, Kansas City's downtown streets were decorated with flags and banners. For Bob Landry of *Variety*, WNB even had elephants! The staff gathered for a birthday party at a favorite spot, the Savoy Grill . . . and WNB fed Mutual the first coast-to-coast broadcast ever to originate from the new Municipal Auditorium . . . 15,000 people, responding to invitations broadcast only over WNB (no newspaper publicity) jam-packed the Arena to see the WNB show. "Great heavens!" exclaimed George Goldman, the auditorium manager, "how did all these people find out about it?"





NIE SCRUGGS and the WHB STAFF ORCHESTRA



STUDIO ORCHESTRA



RON WATERS



KENNETH KAY



ALBERTA BIRD



"THEN" AND "NOW"



KATE SMITH

Pictured, left, is the incomparable Kate, "Songbird of the South", with her manager Ted Collins and accompanist Jack Miller, on a visit to WHB. Friendly, informal and a seasoned showman, it is WHB's guess that Kate will always be there whenever "the moon comes over the mountain."





THE STORY BEHIND THE SONG



SWEETHEARTS ON PARADE



SAM LEICHTER

BETTY ANN PAINTER

TOBY NEVIUS

ZERLINA NA

BEN BERNIE

PART OF THE FUN of working at WHB—then, now and tomorrow — stems from visits to the studios by actors, actresses, singers and composers; producers, directors and writers; names famous in phonograph recording; band leaders, beauties and dancers; explorers, lecturers and "men with a message." When they arrive, the word goes out and work stops. The staff gathers in the studio or huddles at studio windows. The late Ben Bernie kept WHB in gleeful turmoil for a solid week, as m.c. of the "Staff Frolic" every afternoon. "Yowsah," said he, "WHB is the Besta."





HB "MAGIC CARPET"

ERNIE WHITNEY

TRAFFIC SAFETY SHOW

Merry Christmas



HB "CHRISTMAS CUPBOARD PARTY" at Music Hall of Municipal Auditorium. Mission: a jar of canned fruit or packages of canned foods for needy families. Charles Lee produced the stage show, which WHB broadcast. In photo above may be seen Les Jarvies and Grogan at left; Charles Lee, Norvell Slater and Dick Smith at right.

FRED WARING

MILDRED BAILEY and "RED" NORVO

POLEY McCLINTOCK





KEN HEADY



ROY ENGEL



JIM BURKE



GENE MOORE



**MEMBERS OF THE GOLDEN WEST
Orchestra**
Louise
Irma

JUDY GARLAND

**KING SISTERS ★ BOB Mc
Horace Heidt's Orchestra**

HORACE HEIDT

DICK SMITH ★ NICK LUCAS ★ CONNIE BOSWELL

BETTY ANN PAINTER

BETTY ANN ★ JIMMY GRIER





L PEARCE ★ TONY ROMANO

EUGENE HOWARD HELEN MORGAN
SMITH ★ WILLIE HOWARD
LOWELL LAWRENCE



JOE E. BROWN



ETTA ★ MARTHA SCOTT ★ SMITH

SALLY RAND — JACK GROGAN

THIS PHOTO of Sally Rand and the irrepressible Grogan was made in 1938—five years after Sally had startled the nation with her "fan dance" at the Chicago "Century of Progress" Exposition in 1933.

Jack Wilcher recalls the story of blind Virge Bingham "seeing" Sally at the Chicago fair's "Streets of Paris." Virge was in a front row seat, two feet from the runway, as Sally paraded by—clad in moonlight, a fan and perfume. Bingham inhaled a long sigh. "Boy, she *is* beautiful, isn't she?" was his comment.





MAXINE OF "THE HOUR OF CHARM"
AND THE "THREE LITTLE WORDS"



"THREE LITTLE WORDS"

COINCIDENT with the success of "The Songcopators", WHB busted out all over in the mid-thirties with vocal trios. Outstanding was a feminine group organized and trained by Herb Cook; booked by him with Phil Spitalney's "Hour of Charm." Frances (Mrs.) Cook, Fern Griggs and Opal Swalley were the trio—with Mrs. Cook replacing Marguerite Clark, who had sung on WHB with the other two girls as "The Missouri Maids." Photos above and at left show what happens when satins and high heels replace a simple cowgirl costume!



"THE MISSOURI MAIDS"

Opal Swalley Marguerite Clark
and Fern Griggs in their
WHB days

RANDOLPH SCOTT

N DVORAK

RHONDA FLEMING



BLACKSTONE The Magician

BROADCASTING FOR DEFENSE



DWEST DEFENSE SHOW was scene of WHB exhibit showing Associated Press news center in action, with Bob Caldwell, Jr. broadcasting direct from the booth; Dick Smith, Goldie and Larry Winn, Jr. in rear.



DICK SMITH, "WAR PROGRAM MANAGER" for almost four years, supervised WHB's barrage of all-out programming in behalf of the War Effort.

WHB AT WAR • December 8, 1941

ON DECEMBER 8, 1941, WHB proclaimed: "From this day forward . . . until Victory is won . . . WHB can best serve the public interest, convenience and necessity by doing everything within our power to help win the war. We should do this not by the dedication of mere radio facilities to the War Effort, but by devoting our hearts, our minds and our especial skills as radio showmen to the War needs of our Community and our Nation. Specifically, it is our job to integrate a vital means of mass communication with the many-sided problem of winning the War."

Tense months followed . . . with visitors refused admittance to studios, guards on constant duty at the transmitter, voluntary censorship, discontinuance of weather report broadcasts and man-on-the-street interviews. Rehearsals for black-outs and air raids. Enlistment campaigns for the armed services, for WACS, WAVES, SPARS, nurses, war-workers . . . Civilian De-

fense. Rationing and ration points explained . . . group-riding clubs organized . . . people urged to save fats and waste paper . . . to buy bonds and war savings stamps.

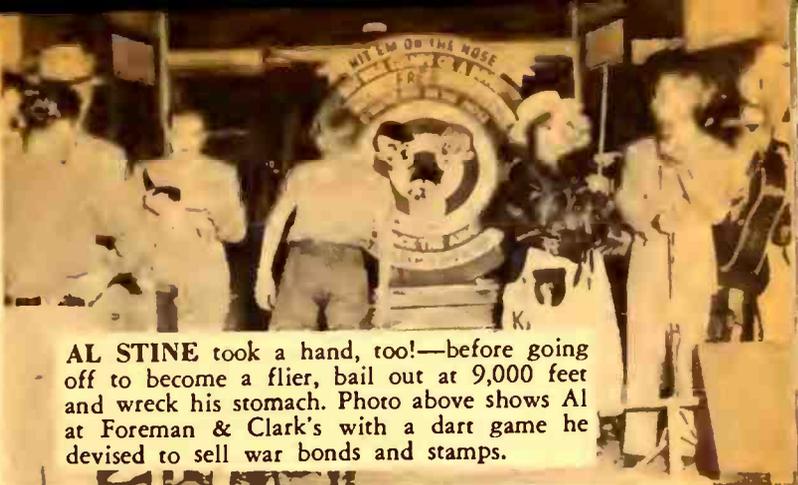


The Kiddies Revue became a War Bond Show—the Staff Frolic with orchestra, singers and interviews was staged daily at the Kansas City Canteen. WHB presented series after series of war programs over the Kansas State Network (organized by WHB), linking Emporia, Salina, Wichita and Great Bend.





THE "MAGIC CARPET" carries the FIRE POWER RAVAN in demonstration to recruit war workers. Lindsey Riddle is addressing antenna.



AL STINE took a hand, too!—before going off to become a flier, bail out at 9,000 feet and wreck his stomach. Photo above shows Al at Foreman & Clark's with a dart game he devised to sell war bonds and stamps.

August 14, 1945 • WORLD WAR II

These were hectic years—made no less easy by frequent staff changes. In the armed services lots of WHB folks won deserved promotions. Here at home we constantly adapted old formats



to wartime needs and conditions.

And what a schedule of broadcasts! . . . the skill and speed and realism of war reporting by radio . . . morale building, selective service information, gas rationing, save old rags, support the U.S.O., share the meat, save tin

cans, don't spread rumors, rubber conservation, war industry training, benefits for servicemen's recreational funds, rent ceilings, labor recruiting, victory gardens, housing information, first aid instruction, coast guard recruiting, fats salvage, conserve household equipment, price control, air raid blackouts, manpower announcements, women in war work, foods for victory, save electric power, buy coal early, doctors and nurses needed, merchant marine recruiting, understand our allies—Britain, China, Russia! Army-Navy "E" and "A" awards . . . To stimulate blood donor recruiting at the Red Cross, WHB announced every hour on the hour the number of donors still needed to fill that day's quotas—and *made the quotas!*

WHB listeners still recall the doom-laden voice of William Lang describing the Atom Bomb on the morning of August 6. V-E Day in May and V-J Day in August were occasions for world-wide celebration—and radio never performed a better "coverage" job.



KANSAS CITY CELEBRATES V-J DAY .



AND WELCOMES RETURNING HEROES!



GENERAL DWIGHT D. EISENHOWER faces a battery of microphones and a crowd of thousands at Liberty Memorial, following Kansas City's great parade in his honor upon his return from Europe.



GENERAL ENNIS C. WHITEHEAD, commander of the Fifth Force on Okinawa, is greeted in Kansas City by his wife and daughter.



GENERAL OMAR N. BRADLEY at the Leavenworth Command and General Staff College graduation.



GENERAL GEORGE C. MARSHALL. His arrival here was planned with the utmost secrecy; but there was Dick Smith and the WHB Magic Carpet!

GENERAL NATHAN M. WAINWRIGHT

"IKE" AT LEAVENWORTH

ADMIRAL WILLIAM S. HALSEY



HOME

★★★★★



HARRY S. TRUMAN

The death of President Roosevelt on April 12, 1945, was doubly significant in Kansas City because of the elevation of Harry S. Truman to the Presidency. The following day, April 13, WHB originated to Mutual a special Truman



THE BIG HOMECOMING, June, 1945. President Harry S. Truman stands before old friends and new, in a new role. Behind him are Mrs. Truman, Margaret and Mrs. Roger T. Sermon, of Independence.

WITH WHB'S "GOLDIE." This was at Hotel Muehlebach, on the night of Truman's election as Vice-President. But when F. D. R. didn't broadcast, Truman didn't either; although everything was ready!

1934—JACKSON COUNTY COURT HOUSE DEDICATION. Here, with Margaret, Judge Truman participates in dedication ceremonies with Colonel (now General) E. M. Stayton and Frank C. Marqua.



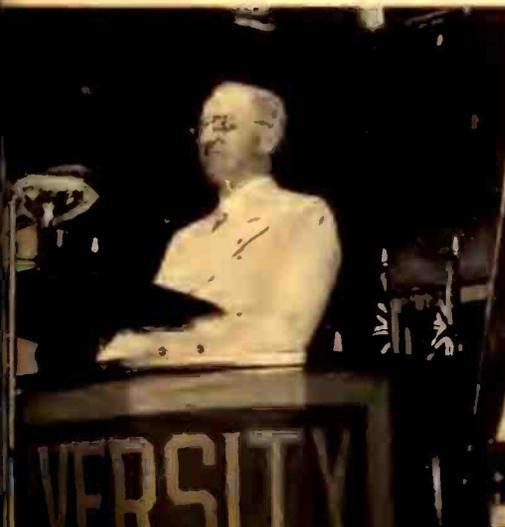
OF INDEPENDENCE

"home town program", interviewing his old neighbors, associates and friends. When the President returns home for visits, Kansas City becomes a hot news spot frequented by radio commentators, newsmen and photographers.



AS A SENATOR, WITH SAM GUARD Occasion was a livestock and agricultural meeting in Kansas City. Mr. Guard is publisher of the *Breeders' Gazette*; interviewed Senator Truman on farm problems.

AT THE UNIVERSITY OF KANSAS CITY Harry Truman relates informally how he managed two years of law school in a busy career as soldier, farmer, retailer and politician.



LISTENING TO WHB-MUTUAL. Even a President has to relax once in a while. In the home of Mayor Sermon of Independence, Harry Truman listens to WHB's broadcast emanating from the next room and going out over Mutual.

MARGARET TRUMAN AND BOB KENNEDY in a studio interview by WHB's popular disc jockey regarding her career as a singer, and her new phonograph record album.





“QUEEN FOR A DAY”



THIRTY thousand women listeners to “Queen For A Day” made the dates April 11 and 12, 1946, memorable in Kansas City by mobbing the Municipal Auditorium Arena for “personal appearance” broadcasts by Jack Bailey and his Hollywood troupe.

A week’s announcements of the event deluged WHB with 40,000 advance requests for tickets. On broadcast days, crowds began assembling outside the Arena for hours before the scheduled broadcast time. Seventeen motor buses chartered by Mutual stations brought “fans” from Emporia, Salina, Wichita and Great

Bend in Kansas — from St. Joseph, Sedalia, Joplin and Springfield in Missouri. The party from Great Bend had left there at 4:00 a.m. in order to reach Kansas City in time for the broadcast. A near riot ensued the first day when





COMES TO KANSAS CITY



these special groups were ushered to front-row seats reserved in advance.

But masterful Jack Bailey quelled the "boos", won the audience with his sincerity and his comedy—and turned in two spectacular broadcasts

on each day of the two-day Kansas City appearance. Chosen as Queens were Mrs. Esther Turner and Mrs. Mayme Deacey.

Then followed the usual hair stylings and beauty treatments . . . the elaborate suites in leading hotels . . . meals at such swank spots as Fred Harvey's "Westport Room" . . . transportation by limousine—and, in the case of one Queen, her request for a ride on a special street car to the Plamor Ballroom! One Queen was given her request of a new bathroom for her home; the other, a trip for herself and husband to the Grand Canyon.



NOW
7-11 P.M. TIME
 THE AIR
 AND NIGHT!



710 WHE
 1,000 W

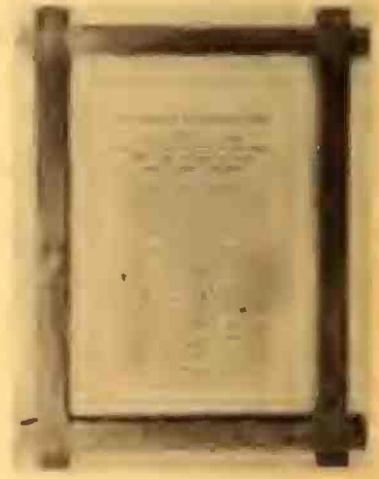
PAINTED BULLETINS like that shown above, 24-sheet posters, coast-to-coast broadcasts, newspaper and trade paper ads, direct-mailings and civic club celebrations heralded WHB's full-time operation begun May 30, 1948 "at 710 on your Radio dial".

ADVERTISING & SALES EXECUTIVES CLUB, radio-operators' (Sertoma) Club, Mercury Club and other civic organizations congratulated WHB at luncheons like one pictured above, showing speakers' table at Ad-Sales.



"NIGHT-TIME"

MAN-OF-THE-MONTH FRATERNITY presented station officials with plaque shown below, now displayed in Studio lobby.



WHB "SWING GIRLS" held a reunion at party for advertisers and agencies. In the Swing with Schilling and Davis (at right) are Pauline Phillips, Lenna Alexander Gilbert, Mary Gibbs Karosen.



COAST-TO-COAST BROADCAST from "Cowtown, U.S.A." was originated by WHB to Mutual; staged in Atkins Hall of Nelson Gallery, with orchestra and chorus directed by Graham Hamrick.

ROY ROBERTS, ARTHUR WAHLSTEDT AND DEAN FITZER of "The Star" and WDAF entertained Kansas City broadcasting executives at dinner in honor of WHB's "full time."





FORMAL CEREMONIES of WHB's 10,000-watt Transmitter Dedication were broadcast. Frank H. Backstrom, mayor pro tem of Kansas City, the Right Reverend Claude W. Sprouse, Sidney Lawrence of the Jewish Community Center and the Right Reverend Monsignor James N. V. McKay participated to re-affirm the station's duty and responsibility to the community. Shown in photo above receiving the Charge from Reverend Sprouse are Don Davis, John F. Cash, John T. Schilling and Henry Goldenberg. John Thornberry was master of ceremonies.

THE CHARGE: "You officials of WHB (naming them) are hereby charged with a grave responsibility. Into your hands is committed a tool calculated to minister to the mental and spiritual needs of countless persons. You will need prudence, justice and charity. Will you undertake to be faithful,

zealous, sincere and humble in fulfilling this responsibility?" . . . **REPLY:** "I will."

PRAYER OF DEDICATION: (By Reverend Sprouse) Almighty God, our heavenly Father, whose eyes are ever toward the righteous, and whose ears are ever open to their cry; graciously accept, we pray thee, this instrument of service which we now dedicate to the public good and to the welfare of all Thy children. Grant that here love, wisdom and charity may unite to make bright the pathway of truth and justice. And we beseech thee, O Lord, to strengthen these thy servants who here dedicate themselves to those offices of fellowship and good will in which Thou art well pleased. Grant that those who are ministered to over this airway may attain pure minds, upright purpose, and steadfast endeavor to learn and to do Thy will; through Jesus Christ our Lord. *Amen.*

BANQUET TENDERED BY FRIENDS OF WHB

THE STATION had broadcast for eighteen long years, from 1930 to 1948, with all the handicaps of daytime operation, signing off at sunset—after its initial eight full-time years, 1922 to 1930. Now WHB was "full-time" once more, its pioneer heritage at last

happily restored! The occasion called for celebration—and the banquet was a good one! At speakers' table were John T. Schilling, Henry Goldenberg, E. W. Phelps, Robert D. Swezey, A. D. Eubank, Don Davis, L. Perry Cookingham, and John F. Cash.



ROBERT D. SWEZEY,
vice-president of
Mutual, gave address.



THE PASSING PARAD



WICK POWELL AND JETTA



"YOUNG BILL"
WHITE



HAL
BOYLE



FOWLER BARKE
JOSH LEE



EMILY KIMBROUGH



ANDRE SIMON JOHN MASON BROWN J. B. WALKI



LES PAUL ★ MARY FORD



A broadcasting station consists of technical mechanical equipment—PLUS PEOPLE, in action! Here are some of the lively personalities whose appearances before WHB microphones have given WHB programs color, life and sparkle. They are part of that vibrant surge which is WHB's flying forward progress.

In June, 1935, *Fortune* magazine described radio thus: "Nothing like the broadcasting business ever happened before. To the uninitiated it seems to be the craziest business in the world. Falling down the rabbit hole of

JOE REICHMAN HERB SHRINER CLYDE McCC



F "PERSONALITIES"



JOHN COLLINGS

BROCK
PEMBERTON

QUENTIN
REYNOLDS

SIGMUND ROMBERG
AND ROSEMARY



DALE CARNEGIE BOB HOPE FULTON LEWIS, JR.

LOUIS BROMFIELD

EDNA LEE CROUCH
AND STAN KENTON

the broadcasting studio one is in a land of Mad Hatters and White Knights, who sell time, an invisible commodity, to fictitious beings called corporations for the purpose of influencing an audience that no one can see."

And that is *exactly* what a radio station does! Of course, to sell time, a broadcaster must first attract audience—and the appearance of "personalities" on WHB is *one* way of doing it.

These folks are stimulatingly interesting people!

OSSE LASKY PATTI PAGE BOB CROSBY ARBO





**SENATOR
JAMES P. KEM**
addresses civic clubs on
a swing through Mis-
souri, February, 1952.



JACK HORNER
President of United
craft, operators of
great Pratt & Whi
aircraft plant in K



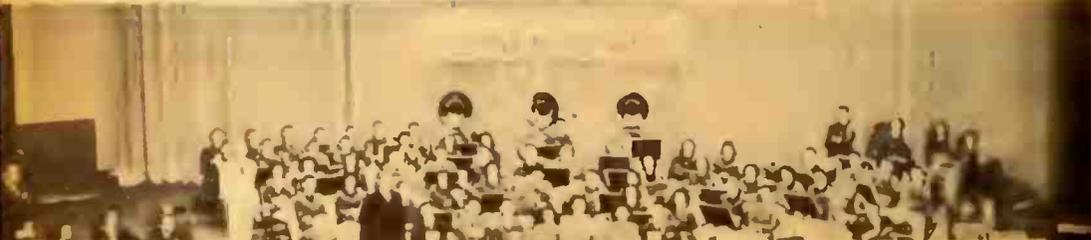
**CHANCELLOR
FRANKLIN D. MURPHY**
of the University of Kansas

"MR. REPUBLICAN"

addresses a party rally at the Ameri-
can Legion World War II Memorial
Building, November, 1951.



"OUR TOWN FORUM" is one of
WHB's public interest programs,
conducted by John Thornberry as
moderator, designed to present dis-
cussions and to encourage listeners
to *think* about problems of com-
munity, state, nation and the world.
This broadcast was from the Uni-
versity Women's Club.



"IT PAYS TO BE SMART" is
series of quiz shows, presented by
WHB in co-operation with the
school boards and the University of

Kansas City. Honor students in high
schools answer questions prepared by
the University and asked by Dick
Smith. Savings bonds are awarded by

DEANE W. MALOTT
 former Chancellor
 of the University
 of Kansas. Now
 President of Cornell
MAYOR
W. E. KEMP
 of
 Kansas City, Missouri



W. AVERELL HARRIMAN
 addressed the graduating class and
 the radio audience at University of
 Kansas City June, 1951.

**THE DAMMED MISSOURI
 'ALLEY'** (published by Alfred A.
 Knopf) is a book all mid-western-
 ers will find fascinating. It is by
 Richard G. Baumhoff of the St.
 Louis *Post-Dispatch*.

Millions of dollars and millions of
 man-hours have been expended in
 local, state and federal effort to pin
 down topsoil, prevent floods and
 drought, raise the standard of living
 and allow the Missouri Valley to ful-
 fill its great potentialities. Some lead-
 ers in this effort are shown in photo
 at right, interviewed by WHB on
 the Missouri River during an inspec-
 tion trip: Gov. Andrew Schoep-
 el, Kansas; Gov. M. Q. Sharpe, So.
 Dak.; Maj. Gen. Lewis A. Pick;
 former Mayor John B. Gage.



WHB as prizes. Programs are tran-
 scribed in the high school audi-
 toriums of both Kansas Cities; and
 broadcast when students and

parents can hear them. Photos at Wyan-
 dotte High (left), and Washington
 High.

Swing THE STORY OF SWING MAGAZINE



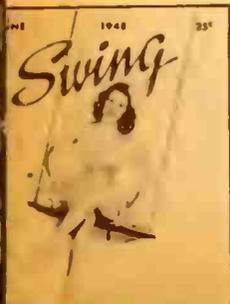
1945 *Swing's* first issue introduced "Swing girl".



1946 Lenna Alexander is featured as a cowgirl



1947 Lenna as "The Cook Painter Boy".



1948 A third *Swing* girl, Mary Gibbs, on our cover.

MIX MUSIC, paint and magazines—and you get this Issue No. 3, Volume 8 of a dual-purpose, pocket-size magazine that is bigger than *Quick*. Not in circulation, of course. *Quick* prints 1,178,837 copies each issue. *Swing* only 15,000. (We'll be honest! We're printing a few extra copies of this WHB 30th Anniversary Number).

Swing magazine was launched as direct-mail follow-through on a WHB trade-paper advertising campaign begun in 1943 which has as its theme: "The Swing Is To WHB in Kansas City."

WHB makes music. And WHB is owned, as you know, by the Cook Paint & Varnish Company. Cook's make paint. Together, Cook's and WHB have made a magazine. This is it. WHB swings the editorial typewriter and Cook's swing the censor's pencil. See where the name "Swing" comes in, again?

The original idea for the publication as a WHB "house organ" was to preserve in print some of the many fine things WHB broadcasts. Send the little magazine to advertising executives, sales managers, time buyers and account men in advertising agencies. WHB does that.

The first monthly issue was published in January, 1945, edited by Jetta Carleton and with Donald Dwight Davis listed as "Publisher."

One day at the paint factory, Charles Stoner, Cook's executive vice-president, was reading *Swing*. "Hey!" he said. "Why not put a Cook ad on the back cover—and send *Swing* to architects, painting contractors, owners of large properties which require painting, industrial users of paint, Cook Paint dealers and Cook stockholders?" Just like that he said it. So we did. Charlie must have liked the magazine.

You can tell whether you're listed as a Cook customer (or prospect) or a WHB customer (or prospect) by the ad on the back cover of the issue you re-



JETTA CARLETON
Swing's First Editor, who says: "If you can't be a Cover Girl —be a Back Cover Girl!"

ceive. Of course, if you're a *Cook Paint* customer and want to buy some *WHB radio time*, that's dandy! Probably help your business. And if you're a WHB customer and want to buy some Cook's paint, let us give you editorial assurance that "Cook's Paints Are Best For Beauty, Wear and Weather."

Come to think of it, that's the safest thing for you to do anyway—paint with Cook's and advertise on WHB.

To resume, Jetta Carleton was our first editor—and a dandy! Used to pin reminders on herself to herself with her Phi Beta Kappa key. Most of them said: "Get *Swing* out on time this month." To resume, Jetta was our first editor. Then she married a chap named Gene Lyon; and when he got out of the Army they decided Gene should use that good G.I. money to take his degree at the University of New Mexico. So they moved to Albuquerque, where they built a house

on a sand dune. It was so small they called one room a demijohn . . . But that's another story—

David W. Hodgins then became Managing Editor of *Swing*; but we persuaded Jetta to continue as "Editor" and write at least the "Foreword" every month. (She writes the best Forewords in the business). And she did, too—until she got buried writing a novel. Dave, meanwhile, up and moved to Shawano, Wisconsin, where he runs the *Leader* and Radio Station WTCH.

But along came Mori Greiner, just out of the Navy, a facile writer eager to win his editorial spurs—and with an extraordinary sense of organization. He encouraged our writers and artists (two of whom have since been published in *The Saturday Evening Post*)—he harried the engraver and printer—and brought each issue out on time.

Then came an economy wave.



MORI GREINER



DAVID ETHERIDGE

"Let's publish six issues a year instead of twelve" was the word. So we do. And have, since July-August, 1949. This was discouraging to Mori. When the Rogers & Smith advertising agency offered him a job he liked, mid-year in 1950, he took it.

That's three editors in 59 issues. So they said at the paint factory: "Don Davis, you do it." The 60th issue was the Kansas City Centennial number (now a rare collector's item—a few copies still available at 50c each). But for awhile we thought it would take another 100 years to get that Centennial issue in the mails!

Then along came Charles "Chuck" Rosenfeldt, to be Assistant Editor in 1950-51. When he left us early in 1952, David Etheridge, fortunately, had been assisting long enough to swing a real hand! Dave is the lad whose fine drawings you have been seeing in *Swing* since the Centennial issue. Writes well, too! Now it's his turn to worry with *Swing's* deadlines. Over at the paint factory Fred Timberlake gives him understanding cooperation—so all of us are optimistic about *Swing's* future! This year, you will probably receive the December issue before Christmas!

"Meanwhile," says Don Davis, "this whole thing has been quite a chore for me—and a bit of a comedown. Listed as 'Publisher Donald Dwight Davis' I would feel pretty important when I called on Oliver Gramling at the Associated Press in New York City. Was ushered in to see him right away, too! Now that I'm merely 'Editor', things will probably be different there. But of course, I don't get to New York very often any more, anyway . . . since The John Blair Company began to sell so much time on WHB to national advertisers."

So that, ladies and gentlemen, is the Story of *Swing* and How It Grew!

1952 This is the issue you have in your hand

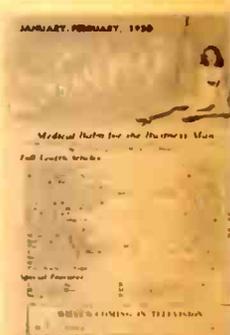


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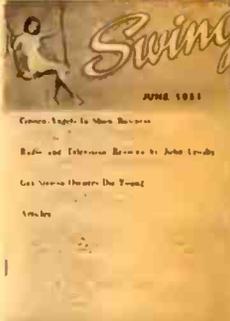
Full Length Articles

Special Features

1949 Issue featured Vera Ralston as our new *Swing* girl.



1950 More TV — more Vera! Which is not a bad idea.



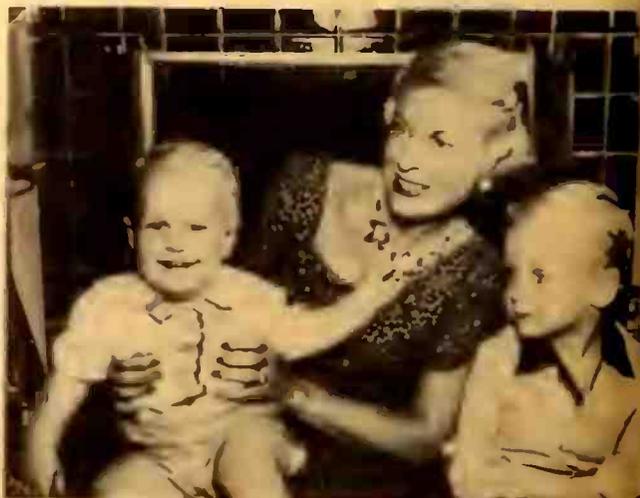
1951 John Crosby's TV and Radio criticisms first published in *Swing*.





PAULINE PHILLIPS, of Kansas City, WHB's first *Swing* girl, was featured in the WHB trade journal campaign begun in 1943—and as *Swing* cover girl in 1945-46. Current photo of Mrs. Phillips shows her with sons Robert, Jr., 11; William, 6, and daughter, Paula, aged 5.

WHB SWING GIRLS ARE AS BEAUTIFUL AS THEIR LOVELY CHILDREN



LENNA ALEXANDER GILBERT, of Kansas City, was second *Swing* girl, appearing in WHB advertising and as *Swing* cover girl in 1946-47. She is shown with her two children, Stephen, aged 1 yr. 4 mo., and Joseph



MARY GIBBS KAROSEN, of Kansas City, became *Swing* girl in 1948. Current photo, at left, shows her with daughter Valerie, 2½ years old.



VERA RALSTON was the fourth *Swing* girl, in 1949 and 1950. We were unable to secure a current photo for this picture-summary. From Wichita, Kansas, she was "Miss Kansas" in the 1949 Atlantic City "Miss America" Pageant.



SIBBY DURANT, formerly of Wichita, now living in San Diego, was *Swing* girl in 1950-51-52. As Joan Durant, she was "Miss California" in 1951 "Miss America" Pageant; and is unmarried. Photo shows her with Governor Earl Warren of California.





COMMISSIONER THOMAS F. MURPHY of New York City's Police Department was the first non-resident of Kansas City elected to Honorary Membership in the Fraternity. Here to address the Crime Commission's annual meeting, he was the Fraternity's luncheon guest, and gave members the "inside" story of the Kiss case, in which he served as prosecutor. Photo above was made at broadcast of his Crime Commission address that evening.

Unique among civic clubs or groups anywhere in the world is this Kansas City organization. It has no membership fee, no initiation fee, no dues. Sponsored by *Swing* and WHB, its new members are chosen by the present members after nomination in writing — as recognition of outstanding service to the community. Six new members are elected annually. The Fraternity has become a "civic honor society", similar in significance to the senior honor society at a University—on a *community* basis.

There is an impressive initiation ritual; and the Fraternity meets for luncheon when new members are admitted. Speeches follow, with "off the record" reports by members or guests on topics of current interest—affairs of community, state or nation.

The organization stemmed from *Swing's* series of articles on "The Man-of-the-Month." Former president of Kansas City's Saddle & Siroloin Club E. W. Phelps suggested the idea of the Fraternity at a dinner held in honor of Albert F. Hillix, who in 1947-48 served as President of the Chamber of Commerce. Prior to that date, *Swing* had selected the men to be profiled in the magazine. Now, the Man-of-the-Month Fraternity elects the man — and *Swing* publishes his life story.

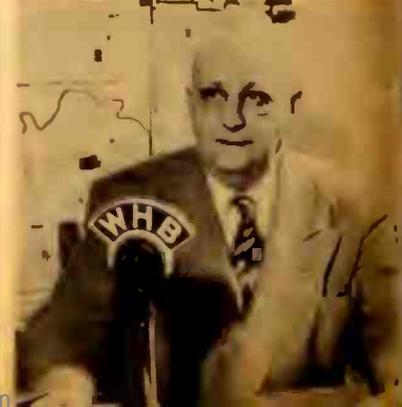
Three former members are deceased: Lee Marshall, a one-time bat boy for the Kansas City Blues, was board chairman of Continental Baking. J. C. Nichols built Kansas City's world-famed Country Club district, and was internationally known as a city planner. Robert L. Mehornay was a prominent civic figure for three decades. With Mr. Nichols, he helped establish the Midwest Research Institute.

In Memoriam

LEE MARSHALL

ROBERT MEHORNAY

J. C. NICHOLS



KATERNITY

H. F. MURPHY of Sears, Roebuck, Chicago, was made Honorary Member following initiation of Marion A. Reno. Murphy gave illuminating talk on economic situation.



DINNER IN HONOR OF ALBERT F. HILLIX sparked the idea of a formal organization, in March, 1948. In photo are R. Crosby Kemper of City National Bank; Mayor William E. Kemp of Kansas City; and Mr. Hillix.

THE MEMBERS

- H. ROE BARTLE
- DAVID BEALS
- W. E. BIXBY
- R. B. CALDWELL
- L. PERRY COOKINGHAM
- HARRY DARBY
- DONALD DWIGHT DAVIS
- CLARENCE R. DECKER
- WILLIAM N. DERAMUS
- E. M. DODDS
- GEORGE FISKE
- JOHN B. GAGE
- HARRY GAMBREL
- R. J. GARDNER
- W. T. GRANT
- HENRY J. HASKELL
- J. C. HIGDON
- ALBERT F. HILLIX
- LOU HOLLAND
- ERNEST E. HOWARD
- HEROLD C. HUNT
- CLIFTON J. KANEY
- L. RUSSELL KELCE
- JAMES P. KEM
- WILLIAM E. KEMP
- JAMES M. KEMPER
- R. CROSBY KEMPER
- MILTON MCGREEVY
- HARRY B. MUNSELL
- FRANKLIN D. MURPHY
- E. W. PHELPS
- ELMER F. PIERSON
- MARION A. RENO
- ELMER C. RHODEN
- JAMES J. RICK
- ROY A. ROBERTS
- LOUIS ROTHSCHILD
- JOHN T. SCHILLING
- KENNETH A. SPENCER
- EDWARD W. TANNER
- FRANK THEIS
- N. T. VEATCH
- A. R. WATERS
- FRANK E. WHALEN
- JOSEPH C. WILLIAMS
- HERBERT H. WILSON
- KEARNEY WORNALL

Sustaining Members

- LATHROP G. BACKSTROM
- JOHN F. CASH

"Working Press"

- JOHN THORNBERRY



GEORGE FISKE, President, 1951-52

JOHN W. GAGE, President, 1949-50

CLARENCE R. DECKER, President, 1950-51

E. W. PHELPS, President, 1948-49





BOB KENNEDY



REESE WADE



"LUNCHEON ON THE PLAZA"

ran for almost two years as mid-morning audience participation show, at Plaza Cafeteria and later at Sears' Plaza Store. Lou Kemper was m.c.; zany Frank Wizarde was "Keeper of the Crazy Hats."





DON COPLIN

JEANIE LEITT

FRANK WIZARDE

OWEN BUSH

LD BILL HICKOK
 played by Guy Madison
 (t) welcomed at WHB
 Roch Ulmer, Andy De-
 e, Hoby Shep, Uncle
 n, Don Sullivan and
 ce Grant—all wearing
 "vine" neckties.

THE ARBOGAST SHOW

Wackiest troupe ever to
 batter WHB's wave length,
 for twelve memorable
 months, "was this trio of
 lads Don Davis "discovered"
 in Tucson, where
 they were GI students at
 University of Arizona. Bob
 Arbogast was featured
 comedian, with script by
 Paul Sully; production and
 sound by Pete Robinson.
 From WHB they gradu-
 ated, sans Sully, to WMAQ
 in Chicago.



ARBO with Susan Hayward and Jess Barker. In-
 terviews frequently sparked their "Club 710" and
 "Arbogast Show" disc jockey sessions.



**TED
 DREHER**



**BOB
 GREW**



WAYNE



THE WHB "SWING" TO SPORT



**BYRON NELSON
AND DICK SMITH**

DOWN IN Kansas City" wrote Radio-TV Mirror of August, 1950, "there's a sportscaster gifted with the qualifications of three big sports personalities in radio: the rapid fire of Bill Stern, the suaveness of Ted Husing and the knowledge of Red Barber. Yet he is completely himself and he is setting mid-western sports fans by their ears WHB's Larry Ray is so good that television fans, when witnessing a game that is televised and broadcast simultaneously by rival stations, turn off their TV audio and tune in Larry on WHB."

New York has another boy in sports broadcasting, too—Mel Allen. Mel's specialty is "bleeding"—he groans, writhes, grimaces and contorts himself in mortal agony when his team (the New York Yankees) falls behind. Larry Ray can't do that. For one thing, Kansas City is "the biggest Kansas town in Missouri"—with thousands of loyal Missouri U. and loyal Kansas U. fans in the WHB audience. Particularly when reporting contests between these two schools, Larry must view the plays with impartiality and describe them with detached objectiveness. It's not so bad in baseball with the Kansas City "Blues", our Yankee farm team. Everyone in the area is "for" the Blues—hence Larry properly can be sympathetic to the home team when things go wrong.

Ray broadcasts a continuous schedule: 154 regular-season baseball games of the "Blues" each summer, plus play-offs and the American Association championship series when



"BIG CLYDE" LOVELLETTE, Larry, Bill Penhard and Charlie Hoag of K.U.'s Olympic basketball team
LARRY RAY AT HIS WHB DESK

BLUES FAN CLUB OFFICIALS launch ticket sale campaign that won American Association Attendance Trophy for Kansas City. Left to right Parke Carroll, Leo Barry, Cliff Kaney, Otis Brya



PLAY-BY-PLAY

by Larry Ray



AL BRYAN, president of George Heilebach Brewing Co., baseball sponsor and Larry.



"NAMITE" ALEXANDER, Kansas City general agent for the Union Pacific, participating co-sponsor of the 6:15 p.m. Sports Round-Up.

LARRY RAY CONGRATULATES DR. FORREST C. "BOG" ALLEN OF K. U.

the Blues get "in." And the "Little World's Series", well, hope! (Looks as though the Blues might make it this year). . . . Then follows football—ten games in ten weeks in the Big Seven Conference. Then Big Seven basketball, 57 games last season, which took K. U. all the way to the Olympic Play-offs, and WHB mikes from Kansas City to Seattle to Madison Square Garden within ten days. Larry got a few brief days of vacation then—in Florida, at the Blues spring training camp, from whence he "phoned in" his nightly 6:15 p.m. Sports Round-Up. Last year he traveled 80,371 miles covering sports for WHB.

Always sports-minded in its coverage of special events, WHB made the swing to play-by-play sports in 1950, when opportunity arose to buy broadcasting rights to the Blues baseball games and secure Larry Ray's services as sports-caster. Now WHB is "Your Mutual friend and Sports Station in the Mid-west."



11,355 BASEBALL FANS IN BLUES STADIUM ON "RADIO NIGHT", 1951



Broadcasts on WHB covered all facets of the Centennial—as prairie schooners, saddle horses, buggies, ancient trains, bicycles,



15,000 PEOPLE participated in Square Dance Fiesta at Auditorium.



automobiles and the airplanes of today depicted a saga of transportation.

Clara Belle Smith was acclaimed Queen of the Centennial by John Hilburn;

WHB HELPS CELEBRATE BRINGING TO FRUITIO



for two, motor cars powered by steam, gas and electricity—and everybody grew a beard, wore pioneer clothes and a smile!



and Gloria Swanson with Mayor W. E. Kemp and his goatee opened the Industrial Exposition.

There were bicycles built





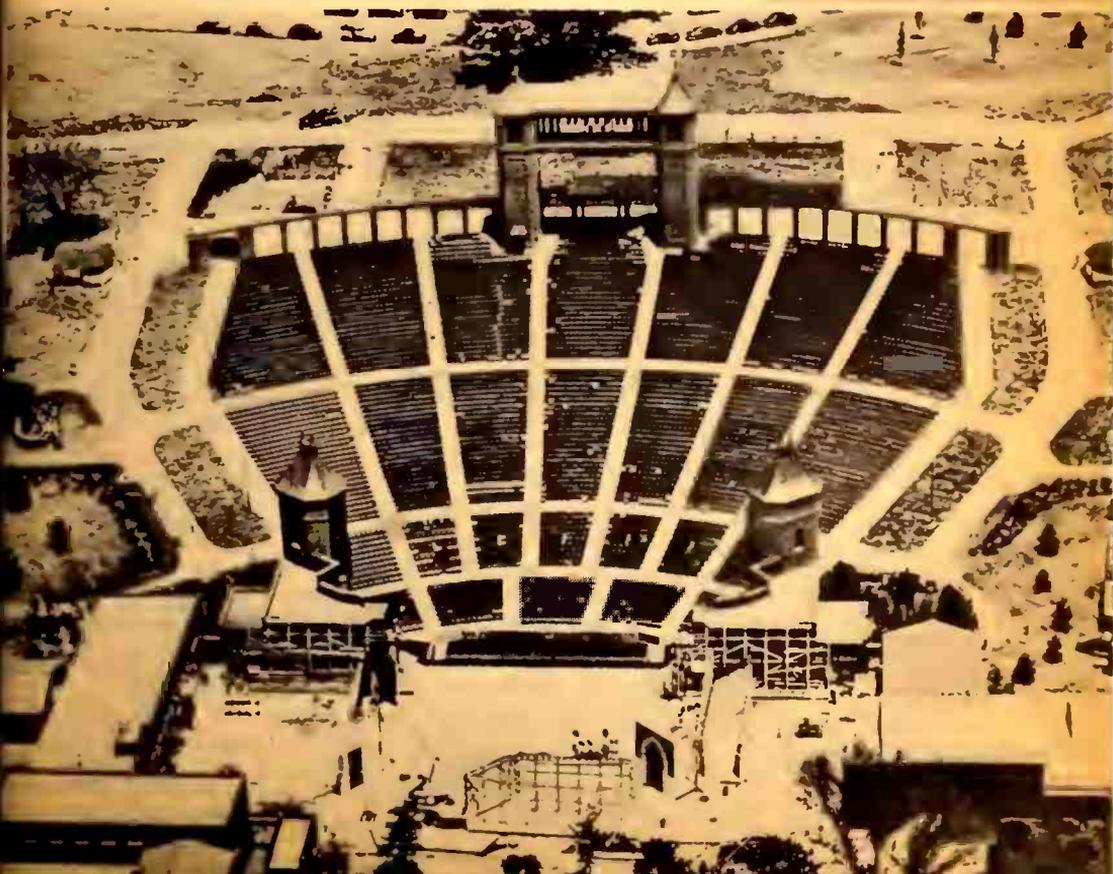
CENTENNIAL SUMMER of 1950 meant parades, pageantry and the re-enactment of the "Thrills of a Century." 350,000 people watched the day and night-illuminated parades on downtown streets. Four thousand men,

women and children gave their time, effort and talent to presentation of a nightly historical pageant in Swope Park, from June 3 through July 10. Indians danced among the downtown skyscrapers.

KANSAS CITY'S CENTENNIAL THE "STARLIGHT THEATRE"



Out of it all came the magnificent "Starlight Theatre" in Swope Park, formally opened in summer, 1951. A \$1,593,000 plant, it seats 7,600 people nightly; produces ten attractions each summer at a cost of \$550,000 for the ten shows pictured on pages 208 to 217.



DICK SMITH



BRUCE GRANT



JOHN THORNBERRY



FACE-TO-FACE WITH THE WHB VOICES

KEN HARTLEY



ROCH ULMER



DEB DYER



DON SULLIVAN



HOBY, HAROLD AND JIMMY



POKEY RED



LOU KEMPER



EARL WELLS



JACK LAYTON



YOU HEAR AT 710 ON YOUR DIAL

SANDRA LEA



CARL FRANKISER



CHARLES GRAY



J. R. LLOYD



B. JAY



JIM HAVERLIN



REUBEN CORB





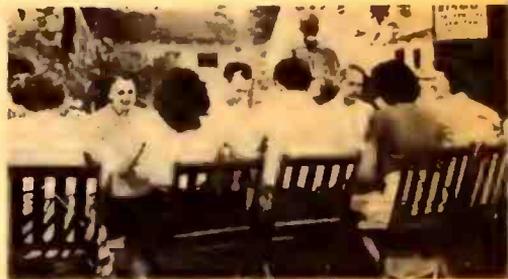
Traditional at WHB is the annual picnic—for staff members, alumni and their families—held at "Kilocycle Acres", the lovely suburban home of general manager John T. Schilling. This collection of snapshots records scenes at various gatherings through the years. The background is always the same: tree-shaded slopes of the magnificent lawn; the barbecue oven sending up savory aromas; the shouts of participants in darts, table tennis, croquet, badminton, horseshoes and bingo; the hopeful application of chigger repellent; the noise and chatter and happy laughter. Through the years, the people change—and the kids grow up. But

"The WHB Family Spirit" never changes—and it *is* a spirit! A group friendliness, a station *esprit de corps*, people tell us, that is refreshingly different. Photo at right evidences this spirit: a welcome by the staff to the K. U. basketball team, returning in triumph through Kansas City to Lawrence after winning the Olympic playoffs at Madison Square Garden in New York. Left to right in this photo: Jackie Farris, Ann Thornberry, Ednalee Crouch, Barbara Thurlow, Georgia Prapas, Liz Henderson, Marcia Young, Betty Orendorff, and Lorraine Learnard.





PICNICS AND PARADES—THE STAFF AT PLAY



K. U. OLYMPIC
BASKETBALL
CHAMPIONS
ARE WELCOMED
IN DOWNTOWN
PARADE





SPEAKERS' TABLE AT BANQUET HONORING SCHILLING AND GOLDENBERG, held May 10 at Saddle & Sirloin Club. City Manager Perry Cookingham makes notes for his usual fine WHB speech; Goldie (before portrait of American Royal Queen) eyes the

WHB CELEBRATES ITS 30th ANNIVERSARY

May 10, 1922, is the date upon which WHB was assigned its formal license and call letters—the oldest call letters in Kansas City. Actually, the station had been on the air, testing, several weeks previously. John Schilling and Henry Goldenberg (along with Sam Adair) were employed by E. J. Sweeney to build it. A banquet May 10, 1952, honored Schilling (still general manager, after thirty years) and "Goldie", chief engineer.

Speeches traced the history of WHB through its original ownership by the Sweeney Automotive and Electrical School; and its operation, since 1930, by the Cook Paint & Varnish Com-

pany. In the audience were personal friends of John and Goldie; friends of WHB; and officials of Cook's. The honor guests were presented with identical desk clocks and engraved silver tea services.

A "warm-up" for this banquet was a staff party, April 24, at which the staff presented John and Goldie with identical fishing rods and tackle boxes. Photo at right, below, was made at staff dinner.

"Public" celebration of the 30th Anniversary was at an Electrical Association luncheon, Hotel President, May 20. Photo at right.

BASEBALL was the topic discussed by this foursome: John owell of Swift & Co.; Leo Barry, resident of the Blues Fan Club; Arke Carroll, business manager of the Kansas City Baseball Club; and George Selkirk, manager of the Kansas City "Blues", farm-team of the New York Yankees.

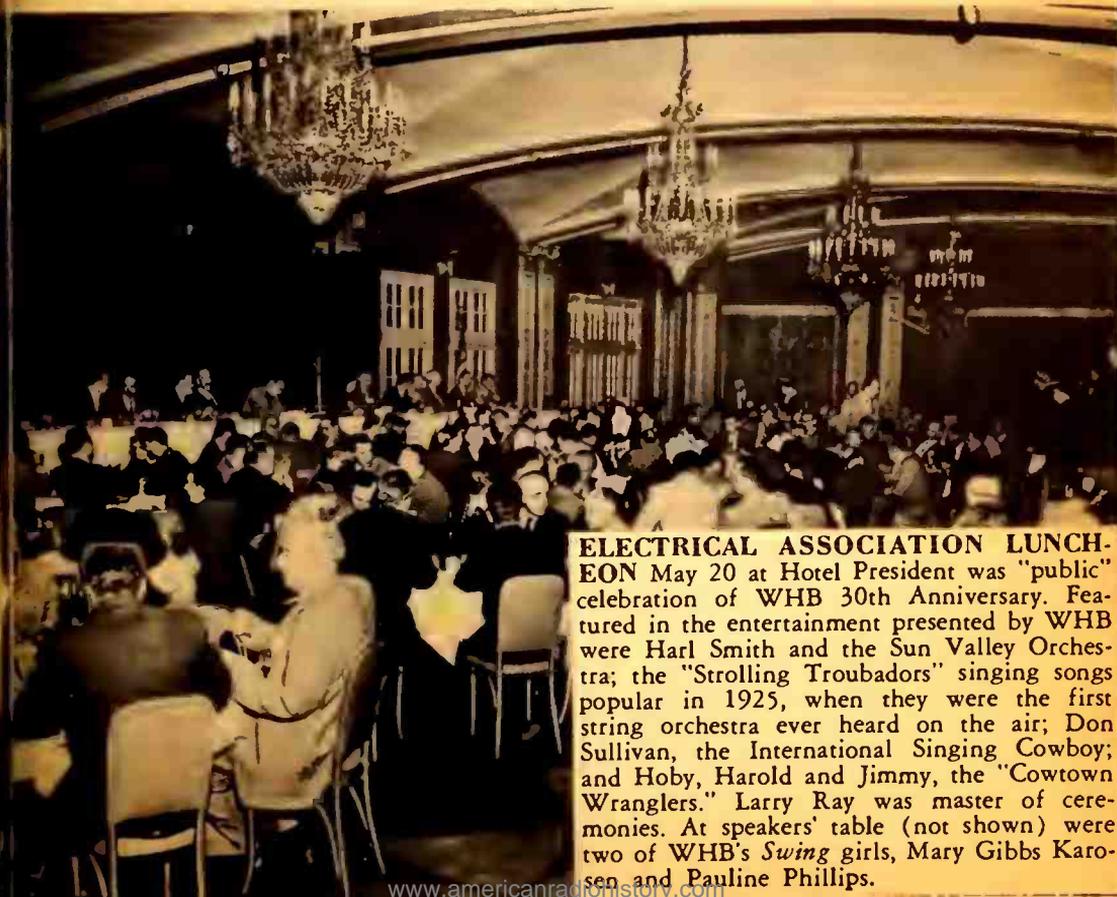
E. J. SWEENEY AND JOHN SCHILLING reminisce about the beginnings of WHB, 30 years ago. Schilling was a pioneer radio engineer, trained by "the Father of Radio" Dr. Lee de Forest.

GROUP AT STAFF PARTY includes (left to right): Don Davis, Henry Goldenberg, John F. Cash, John Schilling. Fishing tackle was gift of WHB staff to "Goldie" and John.



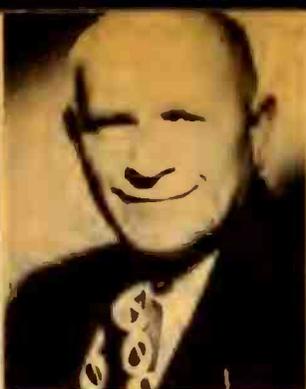


camera; E. J. Sweeney listens to Toastmaster Wells Macdonald who does a "double take" in conversation with John Schilling. Mayor Kemp of Kansas City talks with Dave Kelley, banquet chairman. Paintings in background were unexpected but welcome loan from Kansas City Art Institute.



ELECTRICAL ASSOCIATION LUNCHEON

May 20 at Hotel President was "public" celebration of WHB 30th Anniversary. Featured in the entertainment presented by WHB were Harl Smith and the Sun Valley Orchestra; the "Strolling Troubadors" singing songs popular in 1925, when they were the first string orchestra ever heard on the air; Don Sullivan, the International Singing Cowboy; and Hoby, Harold and Jimmy, the "Cowtown Wranglers." Larry Ray was master of ceremonies. At speakers' table (not shown) were two of WHB's *Swing* girls, Mary Gibbs Karosen and Pauline Phillips.



ED DENNIS

ED BIRR

WIN JOHNSTON

JACK SAMPSON

THE WHB CLIENT SERVICE DEPARTMENT is composed of the four salesmen pictured above, assisted by John Schilling and Don Davis; supported nationally by The John Blair Company. The Continuity Department, organized like an advertising agency, services local accounts. Betty Orendorff supervises Traffic; and Ray Lollar, Accounting.

THIRTY YEARS OF FAITH "THE WHB TRADITION"

THIRTY YEARS AGO last November, radio broadcasting was born. Thirty years ago this May, WHB was formally licensed in Kansas City—a pioneer station, with the community's oldest call letters.

In thirty memorable, dazzling years, radio has become one of the most potent agencies of mass communication to have been developed since the printing press, and Radio Broadcasting has become the "Fifth Estate." Anning

S. Prall, former chairman of the Federal Communications Commission, described radio as "an ultra-modern combination of journalism, the theatre, the public rostrum and the school house."

To WHB staff members, these instructions are paramount: "The listener is your boss. Your efforts to please him make you a part of the WHB Tradition for friendly public service. Live up to that tradition by making sure that you do your best—always!

WHB's "Corps of Engineers" at Sunday dinner at "Goldie's". Left to right: T. A. TINSLEY, consulting engineer from Shreveport, La.; PAUL TODD, BOB EARSOM, LEW BAIRD, WARREN MCFADDEN, RAY BROPHY, ED HALL, and HENRY GOLDENBERG. Four engineers at left missed the party.



ROY NONEMAKER
BOBO PIKE
FRED FUENFSTEUCK
ED SHEPPARD





RAY LOLLAR
 BETTY ORENDORFF
 DOROTHY FOX

ND WORKS BUILT OF FRIENDLY PUBLIC SERVICE”

Yesterday is past—today is the only day that counts, and *right now* is the time for you to give the best you have!”

It is by giving of our best—persistently, through thirty years—yesterday, today, and again tomorrow—that WHB goes forward with flying Father Time.

Flawless physical transmission is part of it. Programming is the heart of it. Sales are the mart of it. To be successful, a broadcaster must sell much of his time. To sell time, he must first attract audience. Upon his success in audience-building depends his success in selling advertising; and advertising is the foundation of the American system of broadcasting.

WHB pioneered as a station serving local merchant advertis-

ers. Proved its worth, day after day, year after year, by ringing advertisers' cash registers. Attracted important national and regional advertisers because of the station's *ability to deliver results*. The latest technical equipment, and skilled engineering personnel, transmit a flawless signal heard clearly in parts of five states. Alert programming attracts a responsive audience.

Intelligent, dependable sales-service to sponsors and advertisers yields the revenue needed for constant expansion and growth.

Now we're beginning again! Before us lie the uncharted paths of Television. And we look forward, eagerly and confidently, to the excellent TV service WHB hopes soon to bring its TV audience.

... AND BRING US, EAGERLY,
 TO THE THRESHOLD OF A *NEW* SERVICE

TELEVISION

TELEVISION

FROM A STATION

OF THE FUTURE



FEBRUARY 9, 1948, WHB made application to the FCC for a license to construct a TV station in Kansas City—and was caught in the subsequent “freeze” of TV construction. Sometime in the future, along with other applicants from Kansas City for TV Channels, WHB’s case will be heard by the FCC, and a decision rendered.

As, if and when a license is granted us, WHB will erect the most modern and efficient television plant yet devised by the industry’s leading engineers. Our site is ideal; our plans, provocative and practical. In Television as in Radio, WHB will set new patterns and new standards. Its service to the TV audience will bring new delights . . . and stimulating new experiences in education. On Television, WHB will “hold the mirror up to nature” with varied, instructive service and entertainment programs—planned and produced with professional skill to suit the time of day and night at which they are broadcast, and to fit the living and viewing habits of the people in the Kansas City area.

. . . And *when?* That, ladies and gentlemen, is up to the FCC. WHB has everything ready—is willing, eager and able to begin!

SUZANNE GRAVES

photo at left, is first Broadway TV actress among WHB alumni.



JIM ATKINS

Star of WJZ-TV's

"Saddle Pal Club"

JOINED the WHB staff in 1934 "just out of my cowboy boots and off the ranch in Nebraska. Naturally," (he writes) "I'd never dined in a place as elegant as the Savoy Grill, where Dick Smith took me for my first meal in Kansas City. Couldn't read a thing on the menu—thought 'a la carte' meant the food was going to be brought in on a two-wheeled sulky. Everything went fine, though—I used each fork and spoon Dick did—until they brought in brass finger bowls. Forgot myself, and started drinking from mine! . . . "Another time," (Jimmy continues), "Don decided his Nebraska crooner should sing with Paul Pendarvis' band at the Muehlebach Grill. Atkins shows up with tux and brown shoes. So we run out, and buy some new black shoes—but I just couldn't get to feeling comfortable in them, and a fried shirt! So I told Don if I had to get dressed up fancy like that every day, I didn't want to sing with any band." . . . But Jimmy did! He left WHB to form a trio with Ernie Newton and Les Paul; later joined Fred Waring for several years.



JESSE ROGERS

is now "RANGER JOE" for the Ranger Joe Cereal Company, with his own CBS-TV show and radio show on WJMJ in Philadelphia.

F HIS DAYS AT WHB, Jesse writes: "I remember announcing I intended to build Jesse's Barn (square dancing); and wanted to get it up in fifteen days. I plugged carpenters; and so many men wanted to help build the Barn that the place was up and we were ready to roll in less than 10 days. Leave it to WHB for the best and fastest results! Opening night we had to call in State Troopers to help with the crowd. Cars were lined up all the



way down to the main highway. For another quarter-mile all you could see was cars parked everywhere, and people walking to get to Jesse's Barn . . . I still get lonesome for old Kansas City. I married one of her fair daughters: Sally Starr, who has her own 3-hour Hillbilly DJ Show. I have been in all the 48 states; but have never found friendship and hospitality such as I enjoyed in Kansas City. Here's wishing WHB the continued success it so richly deserves."



**LATHROP G.
BACKSTROM**



**THE LATE
CHARLES R. COOK**



**ROBERT B.
CALDWELL**



**JOHN F.
CASH**



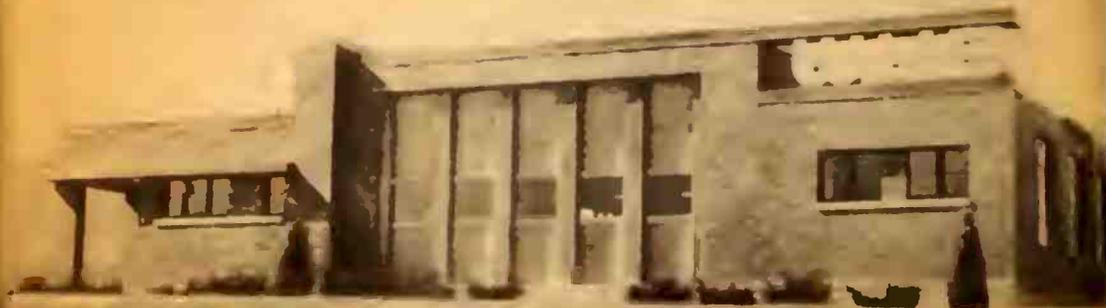
**HENRY
GOLDENBERG**



DON DAVIS



**JOHN T.
SCHILLING**



What is the significance in WHB's thirty years that makes it an anniversary to celebrate? There is no magic in "thirty" as a number. Certainly other successful businesses outside the radio field are old enough to regard three decades with impunity. But thirty years of Radio Broadcasting is comparatively the same as sixty years of automobile making; forty-five years of airplane manufacture, or two centuries of magazine publishing in America. A radio station that has served the public for thirty years is implicitly a patriarch and a pioneer in its industry, and among the bed-rock of its community.

WHB has paused at thirty as a convenient time to honor the men who have brought the station down through the years—to enjoy a refreshing look at an active past—to share the high points of its history with its many friends and the world at large—and, by reflecting the past upon the mirror of the present, to foreshadow the future's high promise.

As in a man of thirty, so in WHB, past performance is a measure of future performance. All its life WHB has had the heart and fire and mirth of youth; the professional knowledge and ability to serve that come with experience and maturity; and the judgment of age and wisdom.

These things, the heart, the fire, the humor, the knowledge, the ability to serve, and the judgment in service are the measure of WHB, and the promise of the future—in radio and in television.

WHB invites the advertisers of the Kansas City area and of America, who want to put these qualities to work for them, to share in and profit from the great future of WHB.

WHB

Kansas City's Oldest Call Letters