



HAPPY
HALLOW

A
KMBC
Presentation

HAPPY HOLLOW

"My Home Town"

A program with a
tested local record
PLUS a tested net-
work record.

Originated to the
network by KMBC
of Kansas City.

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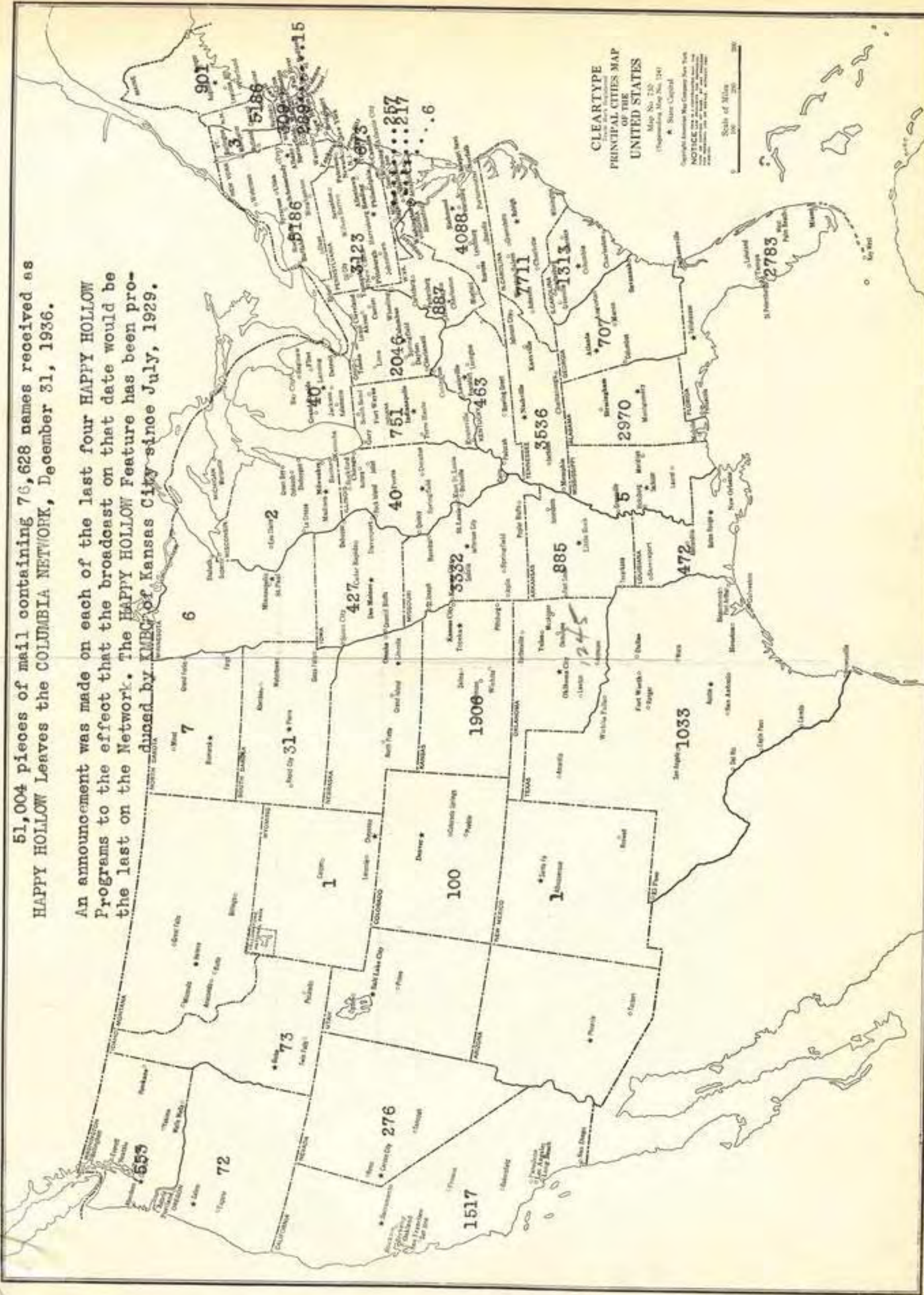
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51,004 pieces of mail containing 76,628 names received as
HAPPY HOLLOW Leaves the COLUMBIA NETWORK, December 31, 1936.

An announcement was made on each of the last four HAPPY HOLLOW
Programs to the effect that the broadcast on that date would be
the last on the Network. The HAPPY HOLLOW Feature has been pro-
duced by KMBH of Kansas City since July, 1929.



KMBC Jan. 18, 1937

HAPPY HOLLOW is the childhood memory of your own home town, living still! The general store you visited to buy thread for your mother. And its genial proprietor who gave you a stick of candy now and then - he's there, too, in the person of Uncle Ezra Butternut, around whom the life of HAPPY HOLLOW revolves. Uncle Ezra! Kindly, philosophical, he's everybody's friend and counsellor.

Childhood memories! The general store, the ol' swimmin' hole, the aroma of fresh baked bread from the kitchen, first barefoot days in summer, and picnics with fried chicken and the trimmings-- they've all survived in HAPPY HOLLOW.

Lovable "folks" - Aunt Lucindy, the champion cookie-maker who's never too busy to talk; Douglas Butternut, the personification of carefree boyhood; Mrs. Hatfield, the good angel; Jenny Oaksberry, the town gossip--all these and many others live in HAPPY HOLLOW. Through them you visit your "old home town" in memory again and again.

Tuneful music - sweet songs that everybody loves, lilting melodies you'll hum in spite of yourself, music with a touch of sentiment tuned to the hearts of the millions - music that fits with memories of your "old home town."

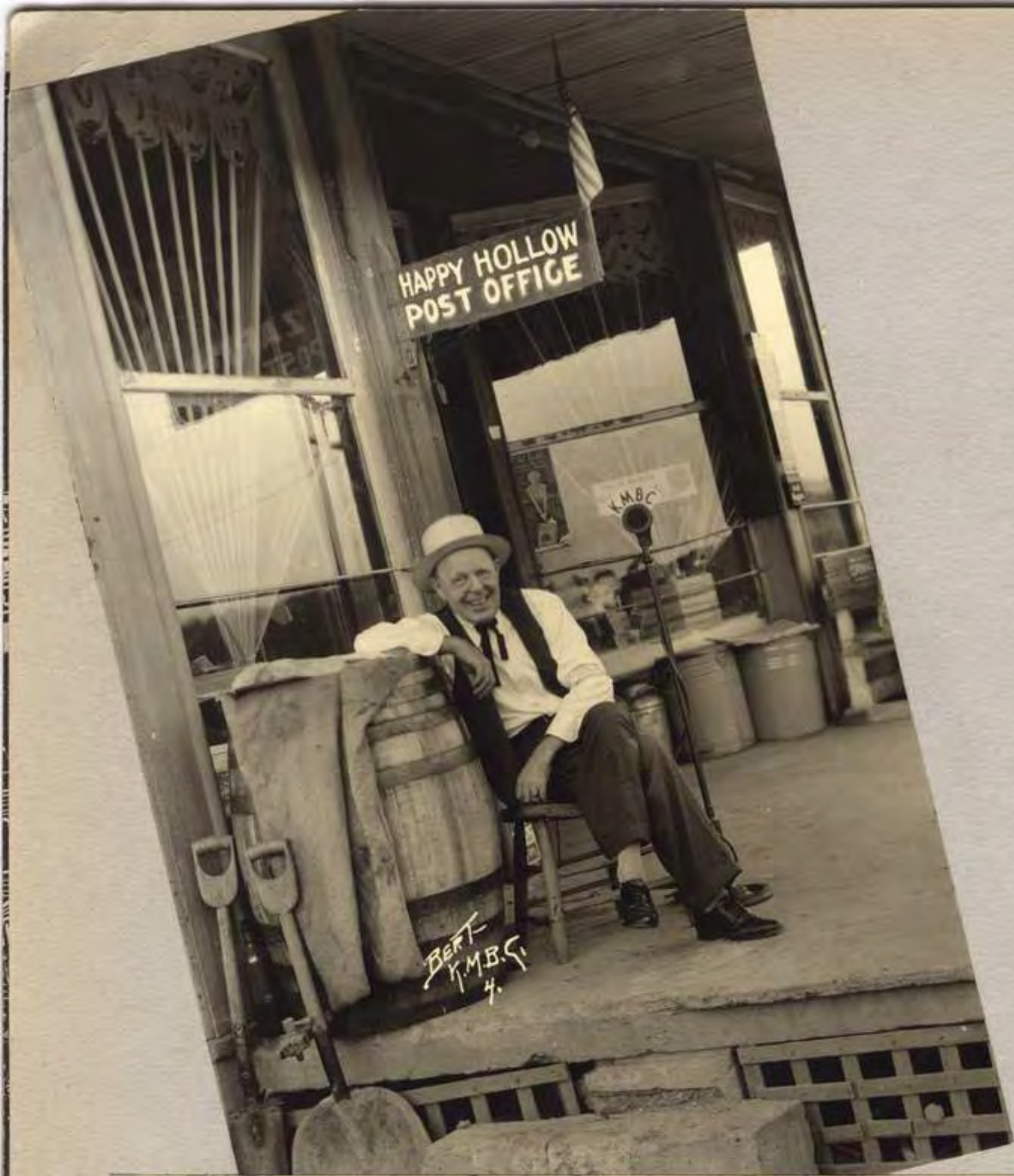
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WHAT IS DEARER
TO THE HEARTS OF ALL
THAN THE
"OLD HOME TOWN?"



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The daily visit to HAPPY HOLLOW is to millions of radio listeners a brief return to the "old home town." Eagerly they await the most peaceful quarter hour in radio to enjoy familiar scenes, old times, old friends.

Thus radio listeners throughout the nation have learned to love Uncle Ezra and HAPPY HOLLOW. These listeners have faith in him and his sage advice as do his townspeople.

HAPPY HOLLOW has built a responsive audience because there is a real bond of confidence between HAPPY HOLLOW people and radio listeners.

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Life

Death

Love

Happiness

The simple joy of living -

With these human tools has been built
a radio program that has become a living
part of the experience of millions.

It's a quarter hour of smiles and
sorrows - laughter and tears . . .
as vibrant as the heart-beat, and
as real!

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HAPPY HOLLOW's talent
has won national recognition.

. . . Several entertainment
groups appearing daily on the
program have made phonograph
records now on sale throughout
the country.

. . . These same entertainers
under different names have made
many recordings for the World
Broadcasting System library.

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In HAPPY HOLLOW
products are introduced by
talking about them in the
general conversation of the
program.

. . . Advertising copy can be
built logically and naturally
into the lines of the play.

The value of this feature from
a selling standpoint can hardly
be over-estimated.

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HAPPY HOLLOW is one of the first
- if not the first - daily radio
features to prove the theory that
music and story can be combined
successfully to win and hold radio
listeners

. . . week after week
. . . month after month!

HAPPY HOLLOW has enough music to
entertain those who prefer musical
programs . . and enough continuity
of story to make every listener say:
"I mustn't miss it tomorrow."

HAPPY HOLLOW isn't "highbrow"
. . . but it does appeal to the
people who buy 98% of your
merchandise!

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HAPPY HOLLOW

is the show for a national advertiser who wants a family audience and a family response, or a women's audience and a women's response.

HAPPY HOLLOW was first a tested success on one station, KMBC, at hours when a family audience could listen . . . from May, 1935, to January 1, 1937, it was a tested success on the Columbia coast-to-coast network with a women's daytime audience.

It has been off the air since then.

HAPPY HOLLOW has a great national audience of millions - ready made - not exceeded in size by any other daytime feature.

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What has
HAPPY HOLLOW done
as a "one station" feature
over KMBC?

. . . The testimonials on this
and the following page answer
the question.



January 28, 1930.

Arthur B. Church,
Radio Station K-M-B-C,
Kansas City, Mo.

Dear Mr. Church:

We feel you are entitled to some special expression of appreciation, relative to results which we have had over your good station, K-M-B-C; also, relative to the splendid cooperation which has been had by us on the part of your station personnel.

First we want to say that at no time in connection with our broadcasts over any station, have we had the pleasure of being associated with a finer, cleaner and more honest bunch of fellows. Your work for us has been conscientious and conducted along liberal but strictly business lines, which in our opinion is the only way to conduct any business. There is no question but that broadcasting today can be numbered among some of the greatest businesses that exist in our country.

Now then, relative to results which we have secured over K-M-B-C through our broadcasting. Wish to state whereas we cannot effect a definite check-up as to these results yet generally speaking our volume of business in your territory would indicate that K-M-B-C has played a big part in making our extension work in Kansas City a very good success and also we feel it has brought to us an increased business from the territories adjacent to Kansas City.

We are glad of an opportunity to express our appreciation of the personnel of K-M-B-C and of the work which it has done for us.

Very truly yours,

DWARFIES CORPORATION,

By: *Frank C. Baker*

Chicago, Illinois
February 5, 1930

(One client to another)

Mr. J.W. Miller
c/o J.W. Miller Company
Rockford, Illinois

Dear Mr. Miller:

I sincerely trust you will pardon my apparent boldness in writing you, but I believe that my letter will convince you of my honest intentions.

In conversation today with Mr. Church of KMBC, he advised me that you also are one of the sponsors of the Happy Hollow program. We, too, are using this feature on KMBC on Wednesday evenings each week. We have been sponsoring this weekly program since last fall.

Mr. Church asked me to write you giving you a brief outline of our success in using the feature. First, permit me to explain that we too, are interested in obtaining all the inquiries possible and judge the value as to success or failure of the program by the actual number of inquiries received as a result of the broadcast. We fill these inquiries in the regulation mail order way very similarly I believe, to your method of filling them.

At the beginning of the season we were somewhat hesitant about taking up the sponsorship of this feature believing that too much time would be given to entertainment and too little to our product of the Aladdin Mantle Lamp. Understand, of course, we are appealing only to a rural class of people.

There isn't any question in the writer's mind as to results obtained from the sponsorship of the Aladdin Happy Hollow program. The inquiry cost from the very beginning has been at a nominal figure, with gradually decreasing cost each week. As a matter of fact, the inquiries which came in as a result of last week's broadcast numbered 1621.

If we may be permitted to make a suggestion, it is that you will find, as the broadcast progresses, you will unquestionably obtain the results desired. We say this sincerely because it is our second season on KMBC. This station is rather outstanding above other stations inasmuch as there is a constant sincerity of purpose present during the broadcast. Personally, I have seen it tonight and do not hesitate to say that the entire staff of KMBC are sincerely interested in making a success of each commercial broadcast.

There is such a similarity in your product and our product and for this reason I have taken the liberty of writing you. I assure you the letter is not written under pressure but merely because as stated above I believe you will find as you continue, KMBC will go farther in making your program a success than many other stations.

If by chance the Mantle Lamp Company can be of any assistance to you in any way, do not hesitate to call upon us.

Very truly yours,

MANTLE LAMP COMPANY OF AMERICA
By: E.A. Fellers

EAF:RLB

Ridenour-Baker Grocery Company

Kansas City, Mo.

July 1, 1932



KMBC Radio Broadcast Station,
Pickwick Hotel,
Kansas City, Missouri.

Att: Dr. Geo. E. Halley

Dear Dr. Halley:-

We thought you might be interested in knowing something about the benefit that we derived from the use of your broadcasting station during the period of time we were on the air.

We found from interviewing our customers throughout the Kansas City trade territory that we received valuable publicity, due to the fact that "Uncle Ezra" operated an "FFOG" Store in "Happy Hollow." The fact that Uncle Ezra's specials each day were the same specials that were being advertised in all "FFOG" Stores added to the many advantages that were ours due to the association with you on this program.

It also might be of interest to you to know that on one particular occasion we offered a free package of merchandise over your station to all who would send in a request, and as we remember it, we received between 400 and 500 requests for this particular commodity.

The same offer had been previously made by another station in Kansas City, and as we recall it, we only had four requests in answer to this offer.

We assure you that when we are again ready to resume broadcasting, Station KMBC will have the preference.

Yours truly,

RIDENOUR-BAKER GROCERY COMPANY

By

Advertising Manager

ADDRESS REPLY TO
KANSAS CITY, MO., OFFICE
200 REALTY BUILDING
500 GRAND AVE.
S. W. CARRINGTON, Manager

Morton Salt Company
General Office, CHICAGO, ILLINOIS

KANSAS CITY, MO.

March 10, 1933

Station KMBC
Pickwick Hotel
Kansas City, Mo.

Attention: Mr. Mark Smith

Gentlemen:

We wish to convey to you our appreciation for the efforts you and your force expended for Morton's Smoke-Salt during the past fall and winter seasons. Many more inquiries were received from your broadcasting than we expected and considerably more than from any other station used in this section.

We don't know what our plans will be for next year yet, but you may be sure that if the opportunity presents, we will be with you again.

Yours very truly,

MORTON SALT COMPANY

Per

S. Campbell

GC:MR

*Morton Smoke Salt used
Happy Hollow exclusively
on KMBC 1932-1933*

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For many months, until May, 1935
HAPPY HOLLOW was sponsored on KMBC
by B C Remedy Company, manufacturers
of B C, a headache powder.

Starting with no distribution in
the Kansas City territory, in a
scant 13 weeks B C had achieved
practically 100% distribution in
Kansas City drug stores.

Since HAPPY HOLLOW was withdrawn
from local sponsorship, B C has
continued with dramatized announce-
ments on KMBC, immediately preceding
or immediately following HAPPY HOLLOW.

As a result, B C now sells third in
Kansas City's largest chain drug stores,
in competition with all other headache
remedies, both in tablet and powder
form.

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Has HAPPY HOLLOW a proven listening audience in Kansas City?

... Five coincidental surveys over a period of two years prove that HAPPY HOLLOW has an important listening audience in Kansas City regardless of the time of day of the broadcast

Coincidental Survey of Happy Hollow.

Survey #1	Survey #5	Survey #7	Survey #8	Survey #9
March	December	July	January	October
5 day ave.	5 day ave.	4 day ave.	5 day ave.	4 day average.

15 minute period	M T W T F	M T W T F	- T W T F	M T W T F	M T W T -
Time of Broadcast	6:00 PM	5:45 PM	12:45 PM	1:15 PM	1:45 PM
Completed Calls	85	54	59	65	72
Radio Listeners	29	14	7	12	15
Percent Radio On	33.8%	25.9%	11.8%	18.7%	21%
Percent Listening					
HAPPY HOLLOW	50.6%	49 %	34.2%	37 %	37.2%
Crossley Index	17.1	12.7	4.03	6.7	7.8

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In January, HAPPY HOLLOW pulled more mail than any other coast-to-coast Columbia sustaining feature

. . . in fact, five thousand more letters than the ten next highest Columbia sustaining features put together!*

-- More evidence, if need be, that HAPPY HOLLOW, "My Home Town," is a radio program with a nation-wide audience waiting for a sponsor.

* HAPPY HOLLOW was also Columbia's top-notch sustaining mail puller in February.

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MIDLAND BROADCASTING COMPANY
PICKWICK HOTEL
KANSAS CITY, MISSOURI

February, 1936

Will it sell for me?

At the request of an agency,
HAPPY HOLLOW listeners who had
previously shown interest in
the program were sent a letter
and card similar to the ones on
this page.

Dear Happy Hollow Listener:

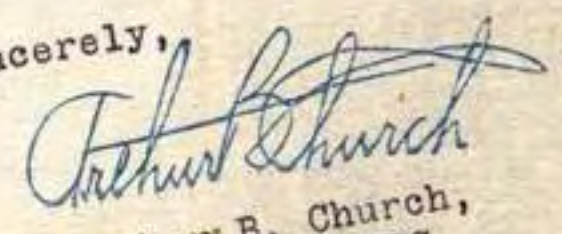
The maker of one of America's best known food products (probably you have used it for years) is considering the sponsorship of HAPPY HOLLOW. The ones who make the decision have told us it is important for them to know fairly accurately the average age of the radio listeners who comprise the majority of the HAPPY HOLLOW audiences. And, they have asked us to obtain this information for them.

You will be doing the HAPPY HOLLOW people a distinct favor (and perhaps yourself too - because we know you wish HAPPY HOLLOW to stay on the air) if you will promptly return the enclosed reply card. The card requires no postage.

We do not ask for your name and address. We would, of course, be glad to have your name and address if you care to give it, and will not use it in any way in connection with the information we give to the advertiser.

Your courtesy and promptness in answering this request will be appreciated. Simply fill in the reply card and drop it in the mail without postage. We pay the postage when it is delivered at KMBC.

Sincerely,



Arthur B. Church,
President, KMBC

ABC-s

Dear KMBC:
I am a regular listener to HAPPY HOLLOW originated to the Columbia network by KMBC; and I am glad to give the following information with the understanding that my name and address will not be used in any way.

I began listening regularly to HAPPY HOLLOW about _____ (date). My age is _____. In my opinion the average age of Happy Hollow listeners is about _____ years. I prefer Happy Hollow to be broadcast at _____ (a.m. or p.m.) What product would you prefer Happy Hollow to advertise? _____

(Any additional comments you wish to make will be appreciated).

The mailing pulled a 25%
return - exceptionally high.

Replies indicated that a strong half
of the listeners are between 21 and
40 years of age *

. . . mothers, housewives, and others -
women who listen to HAPPY HOLLOW, and
buy what Uncle Ezra places on the
shelves of his General Store.

Hundreds of their replies read: "We would
buy any product sponsored by HAPPY HOLLOW
because we know it would be good."

* In spite of the impressive responsive-
ness of HAPPY HOLLOW's daytime audience,
it is not as large as its evening audience,
would be . . . HAPPY HOLLOW has been tested
as an evening show over a period of years,
and has proved its ability to attract and
hold the interest of all members of the
family, from the youngest to the oldest.

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If HAPPY HOLLOW were to resume,
what time would be available?

..... 9:45 - 10:00 A.M.,

..... 2:15 - 2:30 P.M.,

..... 3:30 - 3:45 P.M.,

The station recommends a late
afternoon broadcast and offers
to make every effort to clear
fifteen minutes between 4:45
and 5:30 P.M.

On the following page is the com-
plete KMBC schedule at present.
If you will open this schedule you
will see what would immediately
preceed and what would immediately
follow each of the available times.

KMBC OF KANSAS CITY

5,000 Watts Day - 1,000 Watts Night
950 Kilocycles - Full Time



*Program Release and Open Time Schedule
Week of Oct. 3rd to Oct. 9th, 1937*

A Good Time Was Had By All

Saturday, Sept. 25, KMBC "hired a hall" - the Music Hall of Municipal Auditorium, in fact, to present its annual Family Party welcoming back "Tex" Owens, and dramatizing the change to standard time the following day. Packin' 'em in to present a forty-five minute fast-moving show was our way of giving sponsors a "break" in reminding listeners of the new time on many programs. Just another gesture to our friends who feel they make a good buy when they say; "... and by all means, don't forget to include KMBC."

Midland Broadcasting Co.

FREE & PETERS, INC., National Representatives—New York, Chicago, Detroit, San Francisco and Los Angeles

ARTHUR B. CHURCH
President and General Manager

Director National Program Sales
GEORGE E. HALLEY
1260 N. Dearborn Parkway, Chicago

J. LESLIE FOX
Director of Sales

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MORNING

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:55		Farm Program *G LS-P	Farm Program *G LS-P	Farm Program *G LS-P	Farm Program *G LS-P	Farm Program *G LS-P	Farm Program *G LS-P
6:20		KMBC Newscast with Erle Smith Penn Tobacco SC	KMBC Newscast with Erle Smith Dodge SC	KMBC Newscast with Erle Smith Penn Tobacco SC	KMBC Newscast with Erle Smith Dodge SC	KMBC Newscast with Erle Smith Penn Tobacco SC	KMBC Newscast with Erle Smith Dodge SC
6:30		Sing, Neighbor Sing—Purina Mills G SC	Farm Program *G LS-P	Sing, Neighbor Sing—Purina Mills G SC	Farm Program *G LS-P	Sing, Neighbor Sing—Purina Mills G SC	Soil Conservation Round Table *G LS
6:45		Morning Devotions G LDS	Morning Devotions G LDS	Morning Devotions G LDS	Morning Devotions G LDS	Morning Devotions G LDS	Morning Devotions G LDS
7:00		Tex Owens *G LS	Tex Owens *G LS	Tex Owens *G LS	Tex Owens *G LS	Tex Owens *G LS	Good Morning Melodies *G LS
7:15		KMBC Newscast with Erle Smith *G LS	KMBC Newscast with Erle Smith *G LS	KMBC Newscast with Erle Smith *G LS	KMBC Newscast with Erle Smith *G LS	KMBC Newscast with Erle Smith *G LS	KMBC Newscast with Erle Smith *G LS
7:30	Thoughts of the Day LDS	Morning Musical Revue *G LS	Morning Musical Revue *G LS	Morning Musical Revue *G LS	Morning Musical Revue *G LS	Morning Musical Revue *G LS	Morning Musical Revue *G LS
7:45		Box R Ranch Kellogg SC	Box R Ranch Kellogg SC	Box R Ranch Kellogg SC	Box R Ranch Kellogg SC	Box R Ranch Kellogg SC	G ↑
8:00	Columbia Program *G CBS-S	Rhythm in Rhyme Paul Henning *G LS	Rhythm in Rhyme Paul Henning *G LS	Rhythm in Rhyme Paul Henning *G LS	Rhythm in Rhyme Paul Henning *G LS	Rhythm in Rhyme Paul Henning *G LS	Columbia Program *G CBS-S
8:15	*G ↑	Young Wilder Jones Sterling Products G SC	Young Wilder Jones Sterling Products G SC	Young Wilder Jones Sterling Products G SC	Young Wilder Jones Sterling Products G SC	Young Wilder Jones Sterling Products G SC	Linger Awake Shur-Fine Coffee G SC
8:30	*G ↑	Kitty Keene Draft SC	Kitty Keene Draft SC	Kitty Keene Draft SC	Kitty Keene Draft SC	Kitty Keene Draft SC	Columbia Program *G CBS-S
8:45	*G ↑	Monticello Party G Line-SC	Monticello Party G Line-SC	Monticello Party G Line-SC	Monticello Party G Line-SC	Monticello Party G Line-SC	*G ↑
9:00	Church of the Air *G CBS-S	Joanne Taylor G LC	Joanne Taylor G LC	Joanne Taylor G LC	Joanne Taylor G LC	Joanne Taylor G LC	Joanne Taylor G LC
9:15	*G ↑	Ma Perkins Oxydol SC	Ma Perkins Oxydol SC	Ma Perkins Oxydol SC	Ma Perkins Oxydol SC	Ma Perkins Oxydol SC	Columbia Program *G CBS-S
9:30	Columbia Program *G CBS-S	Tony Wons—Vicks CBS-C	Tony Wons—Vicks CBS-C	Tony Wons—Vicks CBS-C	Tony Wons—Vicks CBS-C	Tony Wons—Vicks CBS-C	Let's Pretend CBS-S
9:45	Symphonic Sonnets *G LS	KMBC Newscast; Dynamic; Prog. Notes *G LS	KMBC Newscast; Refreshing Moments *G LS	KMBC Newscast; Dynamic; Prog. Notes *G LS	KMBC Newscast; Refreshing Moments *G LS	KMBC Newscast; Dynamic; Prog. Notes *G LS	KMBC Newscast; Refreshing Moments *G LS
10:00	The Texas Rangers CBS-S	Organ Melodies *G LS	Mary Lee Taylor Pet Mill CBS-C	Columbia Magazine of the Air—Heinz CBS-C	Mary Lee Taylor Pet Mill CBS-C	Columbia Magazine of the Air—Heinz CBS-C	Columbia Program *G CBS-S
10:15	*G ↑	Columbia Magazine of the Air—Heinz CBS-C	Columbia Magazine of the Air—Heinz CBS-C	Columbia Magazine of the Air—Heinz CBS-C	Columbia Magazine of the Air—Heinz CBS-C	Columbia Magazine of the Air—Heinz CBS-C	Columbia Program *G CBS-S
10:30	Major Bowes Capital Family CBS-S	The Big Sister, Rinsco CBS-C	The Big Sister, Rinsco CBS-C	The Big Sister, Rinsco CBS-C	The Big Sister, Rinsco CBS-C	The Big Sister, Rinsco CBS-C	Columbia Program *G CBS-S
10:45	*G ↑	Aunt Jenny's Real Life Stories—Spry CBS-C	Aunt Jenny's Real Life Stories—Spry CBS-C	Aunt Jenny's Real Life Stories—Spry CBS-C	Aunt Jenny's Real Life Stories—Spry CBS-C	Aunt Jenny's Real Life Stories—Spry CBS-C	*G ↑
11:00	Stone Church Choir CBS-S	Mary Margaret McBride; Gen. Foods—CBS-C	Columbia Program *G CBS-S	Mary Margaret McBride; Gen. Foods—CBS-C	Columbia Program *G CBS-S	Mary Margaret McBride; Gen. Foods—CBS-C	Columbia Program *G CBS-S
11:15	*G ↑	Edwin C. Hill; Lucky Strike CBS-C	Edwin C. Hill; Lucky Strike CBS-C	Edwin C. Hill; Lucky Strike CBS-C	Edwin C. Hill; Lucky Strike CBS-C	Edwin C. Hill; Lucky Strike CBS-C	Columbia Program *G CBS-S
11:30	Sunday Morning Musicale LS	Romance of Helen Trent; AFBL Prod. CBS-C	Romance of Helen Trent; AFBL Prod. CBS-C	Romance of Helen Trent; AFBL Prod. CBS-C	Romance of Helen Trent; AFBL Prod. CBS-C	Romance of Helen Trent; AFBL Prod. CBS-C	K. G. Council of Churches LS
11:45	*G ↑	Our Gal Sunday; Anacin CBS-C	Our Gal Sunday; Anacin CBS-C	Our Gal Sunday; Anacin CBS-C	Our Gal Sunday; Anacin CBS-C	Our Gal Sunday; Anacin CBS-C	*G ↑

LEGEND
 SC—Spot Commercial
 LC—Local Commercial
 LS—Local Sustaining
 CBS-C—Columbia Commercial
 CBS-S—Columbia Sustaining
 P—Available for Participation
 *—Open Time
 *G—Guaranteed Time

AFTERNOON

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12:00	KMBC Newscast; Columbia Program *G CBS-S	KMBC Newscast; Purina Mills; Producers Com. Assn. *G LS	KMBC Newscast; Producers Com. Assn. *G Assn.—LS	KMBC Newscast; Purina Mills; Producers Com. Assn. *G LS	KMBC Newscast; Producers Com. Assn. *G Assn.—LS	KMBC Newscast; Purina Mills; Producers Com. Assn. *G LS	KMBC Newscast; Producers Com. Assn. *G Assn.—LS
12:15	*G ↑	Tex Owens Aladdin SC	Tex Owens LS	Tex Owens Aladdin SC	Tex Owens LS	Tex Owens Aladdin SC	Tex Owens LS
12:30	Columbia Program CBS-S	Betty and Bob; Gen. Mills CBS-C	Betty and Bob; Gen. Mills CBS-C	Betty and Bob; Gen. Mills CBS-C	Betty and Bob; Gen. Mills CBS-C	Betty and Bob; Gen. Mills CBS-C	Columbia Program *G CBS-S
12:45	Post's Gold with David Ross CBS-S	Hymns of All Churches; Gen. Mills—CBS-C	Hymns of All Churches; Gen. Mills—CBS-C	Betty Crocker; Gen. Mills CBS-C	Hymns of All Churches; Gen. Mills—CBS-C	Betty Crocker; Gen. Mills CBS-C	*G ↑
1:00	The Fun Bug; David Ross CBS-S	Arnold Grimms' Daughter; Gen. Mills—CBS-C	Arnold Grimms' Daughter; Gen. Mills—CBS-C	Arnold Grimms' Daughter; Gen. Mills—CBS-C	Arnold Grimms' Daughter; Gen. Mills—CBS-C	Arnold Grimms' Daughter; Gen. Mills—CBS-C	Columbia Program *G CBS-S
1:15	*G ↑	Hollywood in Person; Gen. Mills CBS-C	Hollywood in Person; Gen. Mills CBS-C	Hollywood in Person; Gen. Mills CBS-C	Hollywood in Person; Gen. Mills CBS-C	Hollywood in Person; Gen. Mills CBS-C	Columbia Program *G CBS-S
1:30	Living Dramas of the Bible CBS-S	Glad & Woody Smith LS	Glad & Woody Smith LS	Glad & Woody Smith LS	Glad & Woody Smith LS	Glad & Woody Smith LS	*G ↑
1:45	*G ↑	Between the Bookends CBS-S	Between the Bookends CBS-S	Between the Bookends CBS-S	Between the Bookends CBS-S	Between the Bookends CBS-S	Columbia Program *G CBS-S
2:00	Columbia Program *G CBS-S	KMBC's Happy Kitchen with Beulah Karney *G P	KMBC's Happy Kitchen with Beulah Karney *G P	KMBC's Happy Kitchen with Beulah Karney *G P	KMBC's Happy Kitchen with Beulah Karney *G P	KMBC's Happy Kitchen with Beulah Karney *G P	Columbia Program *G CBS-S
2:15	*G ↑	Available For HAPPY HOLLOW					*G ↑
2:30	*G ↑	P. Hans Flath LS	Musicals LS	Musicals LS	Peggy Tudor Orelia SC	Musicals LS	Columbia Program *G CBS-S
2:45	*G ↑	Romance of Hope Alden; Taystee Broad—SC	Romance of Hope Alden; Taystee Broad—SC	Romance of Hope Alden; Taystee Broad—SC	Romance of Hope Alden; Taystee Broad—SC	Romance of Hope Alden; Taystee Broad—SC	Columbia Program *G CBS-S
3:00	Columbia Program CBS-S	Myrt & Marge; Supersada CBS-C	Myrt & Marge; Supersada CBS-C	Myrt & Marge; Supersada CBS-C	Myrt & Marge; Supersada CBS-C	Myrt & Marge; Supersada CBS-C	*G ↑
3:15	*G ↑	Pretty Kitty Kelley; Cont. Bak. CBS-C	Pretty Kitty Kelley; Cont. Bak. CBS-C	Pretty Kitty Kelley; Cont. Bak. CBS-C	Pretty Kitty Kelley; Cont. Bak. CBS-C	Pretty Kitty Kelley; Cont. Bak. CBS-C	*G ↑
3:30	*G ↑	Available For HAPPY HOLLOW					KMBC Newscast; Musical Interlude *G LS
3:45	*G ↑	Dr. A. R. Dufoe, Loyal CBS-C	Columbia Program CBS-S	Dr. A. R. Dufoe, Loyal CBS-C	Columbia Program CBS-S	Dr. A. R. Dufoe, Loyal CBS-C	Columbia Program *G CBS-S
4:00	Silver Theatre, Internat'l Silver CBS-S	"Follow the Moon" Pebecco CBS-C	"Follow the Moon" Pebecco CBS-C	"Follow the Moon" Pebecco CBS-C	"Follow the Moon" Pebecco CBS-C	"Follow the Moon" Pebecco CBS-C	*G ↑
4:15	*G ↑	Life of Mary Southern; Hinds CBS-C	Life of Mary Southern; Hinds CBS-C	Life of Mary Southern; Hinds CBS-C	Life of Mary Southern; Hinds CBS-C	Life of Mary Southern; Hinds CBS-C	Columbia Program *G CBS-S
4:30	Lombardo's Royal Canadians; Gen. Bak.—CBS-C	Kathryn Cravens; Pontiac SC	Columbia Program CBS-S	Kathryn Cravens; Pontiac SC	Columbia Program CBS-S	Kathryn Cravens; Pontiac SC	*G ↑
4:45	*G ↑	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program *G CBS-S
5:00	Joe Penner; Jimmy Grier's Oreb; Coconut—CBS-C	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S
5:15	*G ↑	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program CBS-S	Columbia Program CBS-S	*G ↑
5:30	Piso Co.—CBS-C	Musical Interlude; Col. Prog. CBS-S	Musical Interlude; Col. Prog. CBS-S	Musical Interlude; Col. Prog. CBS-S	Sports Resume, Eddie Dooley; Chesterfield-CBS-C	Musical Interlude; Col. Prog. CBS-S	Sports Resume, Eddie Dooley; Chesterfield-CBS-C
5:45	*G ↑	PHENOMENON Electrifying History; K. C. P. & G. L. Co.—LC	PHENOMENON Electrifying History; K. C. P. & G. L. Co.—LC	PHENOMENON Electrifying History; K. C. P. & G. L. Co.—LC	PHENOMENON Electrifying History; K. C. P. & G. L. Co.—LC	PHENOMENON Electrifying History; K. C. P. & G. L. Co.—LC	Columbia Program *G CBS-S

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NIGHT

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	Vick's Open House Jeannette Mc-Donald—CBS-G	KMBC Newscast with Erle Smith, Dodge SC	KMBC Newscast with Erle Smith, Penn Tobacco SC	KMBC Newscast with Erle Smith, Dodge SC	KMBC Newscast with Erle Smith, Penn Tobacco SC	KMBC Newscast with Erle Smith, Dodge SC	KMBC Newscast with Erle Smith, Penn Tobacco SC
6:15	↑	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S	Columbia Program *G CBS-S
6:30	The Story of Saint Paul LDS-S	Columbia Program CBS-S	Second Husband Bayer CBS-C	Columbia Program CBS-S	We, the People, Sanka CBS-C	Columbia Program CBS-S	Saturday Swing Session * CBS-S
6:45	↑	Boake Carter Phileo CBS-C	↑	Boake Carter Phileo CBS-C	↑	Boake Carter Phileo CBS-C	↑
7:00	Columbia Workshop CBS-S	Horace Heidt, Stewart Warner CBS-C	Columbia Program CBS-S	Cavalcade of Music; DuFont CBS-C	Kate Smith; General Foods CBS-C	Hammerstein Music Hall; Kolyros CBS-C	Your Unseen Friend Personal Finance CBS-C
7:15	↑	↑	↑	↑	↑	↑	↑
7:30	Columbia Program CBS-S	Pickwick—s Pick & Pat U. S. Tobacco CBS-C	Spry—s Al Johnson Lifebuoy CBS-C	Spry—s Eddie Cantor Texaco CBS-C	↑	Harrfelds—g Hal Kemp Chesterfield CBS-C	Johnny Presents Phillip Morris CBS-C
7:45	↑	↑	↑	↑	↑	↑	↑
8:00	Ford Sunday Evening Hour CBS-C	Lux Radio Theatre Lever Bros. CBS-C	Al Pearce Ford CBS-C	Andre Kostelanets Chesterfield CBS-C	Major Bowes Chrysler CBS-C	Hollywood Hotel Campbell Soup CBS-C	Professor Quiz Nash CBS-C
8:15	↑	↑	↑	↑	↑	↑	↑
8:30	↑	↑	Jack Oakie's College; Camel CBS-C	Palmolive Beauty Box Theatre CBS-C	↑	↑	Saturday Night Serenade; Pet Milk CBS-C
8:45	↑	↑	↑	↑	↑	↑	↑
9:00	Hollywood Show- case CBS-S	Wayne King's Serenade; Lady Eather—CBS-C	Benny Goodman's Swing School; Camel—CBS-C	Gang Busters, Palmolive CBS-C	To Be Announced CBS-S	Phillips Poly Follies CBS-C	Your Hit Parade, Lucky Strike CBS-C
9:15	↑	↑	↑	↑	↑	↑	↑
9:30	KMBC News & Sports *G LS	KMBC News & Sports *G LS	KMBC News & Sports *G LS	KMBC News & Sports *G LS	KMBC News & Sports *G LS	KMBC News & Sports *G LS	↑
9:45	Comedy Stars of Broadway; Alka Seltzer—SC	Vic Arden's Orch. Chevrolet SC	Comedy Stars of Broadway; Alka Seltzer—SC	Vocal Varieties Tuna SC	Comedy Stars of Broadway; Alka Seltzer—SC	Vic Arden's Orch. Chevrolet SC	Vocal Varieties Tuna SC
10:00	Studio Hour LDS	Poetic Melodies, Wrigley CBS-C	Poetic Melodies, Wrigley CBS-C	Poetic Melodies, Wrigley CBS-C	Poetic Melodies, Wrigley CBS-C	Poetic Melodies, Wrigley CBS-C	Football Scores; Columbia Orch. *G CBS-S
10:15	↑	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orch. *G CBS-S	Dance Orchestra *G CBS-S
10:30	Columbia Orch. *G CBS-S	Columbia Orch. *G CBS-S	Columbia Orch. *G CBS-S	Phil Coe Radio Mysteries; Phileo SC	Columbia Orch. *G CBS-S	Columbia Orch. *G CBS-S	Columbia Orch. *G CBS-S
10:45	*G ↑	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S
11:00	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S
11:15	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S
11:30	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S	Dance Orchestra *G CBS-S
11:45	Musical Nocturne KMBC Newscast *G LS	Midnight Headlines *G LS	Midnight Headlines *G LS	Midnight Headlines *G LS	Midnight Headlines *G LS	Midnight Headlines *G LS	Musical Nocturne Midnight Headlines *G LS

padding flat

HAPPY HOLLOW's merchandising possibilities are "naturals."

"The Happy Hollow Bugle" is unusually attractive as the printed medium to tie-in with the personal, persuasive selling of the program itself.

... that tie-in so essential to successful radio selling today.

Tens of thousands of HAPPY HOLLOW listeners already have become enthusiastic readers of "The Happy Hollow Bugle."

It was one of the most effective merchandising pieces ever used on HAPPY HOLLOW.

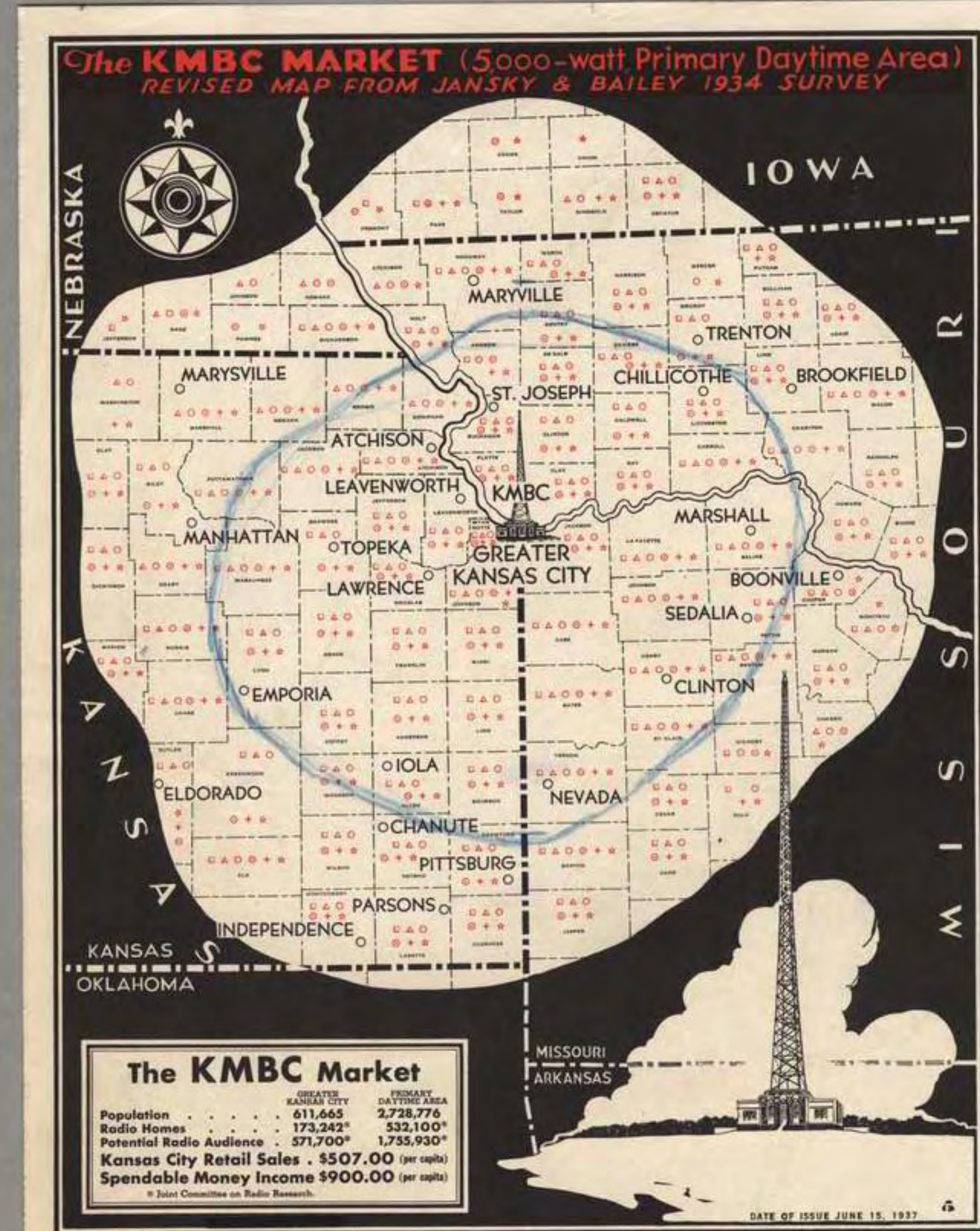
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Actually, though, how many people in the KMBC area listen to HAPPY HOLLOW daily?

... using the figures of coincidental #1, taken in 1934 (when the program was on the air from 5:45 to 6:00 daily) 12.7% of the interviewed sets in the primary area were tuned to KMBC

... applying this to coverage figures for the entire area this means 40,572 sets were tuned to HAPPY HOLLOW. (assuming that all listeners were at home.)

... The next page shows where these sets were located and their distribution as related to J.C. Penny outlets.



PRECISION Coverage Map—Made from Jansky & Bailey 1934 survey of KMBC's 5,000-watt daytime area combined with study of mail response on the following programs:

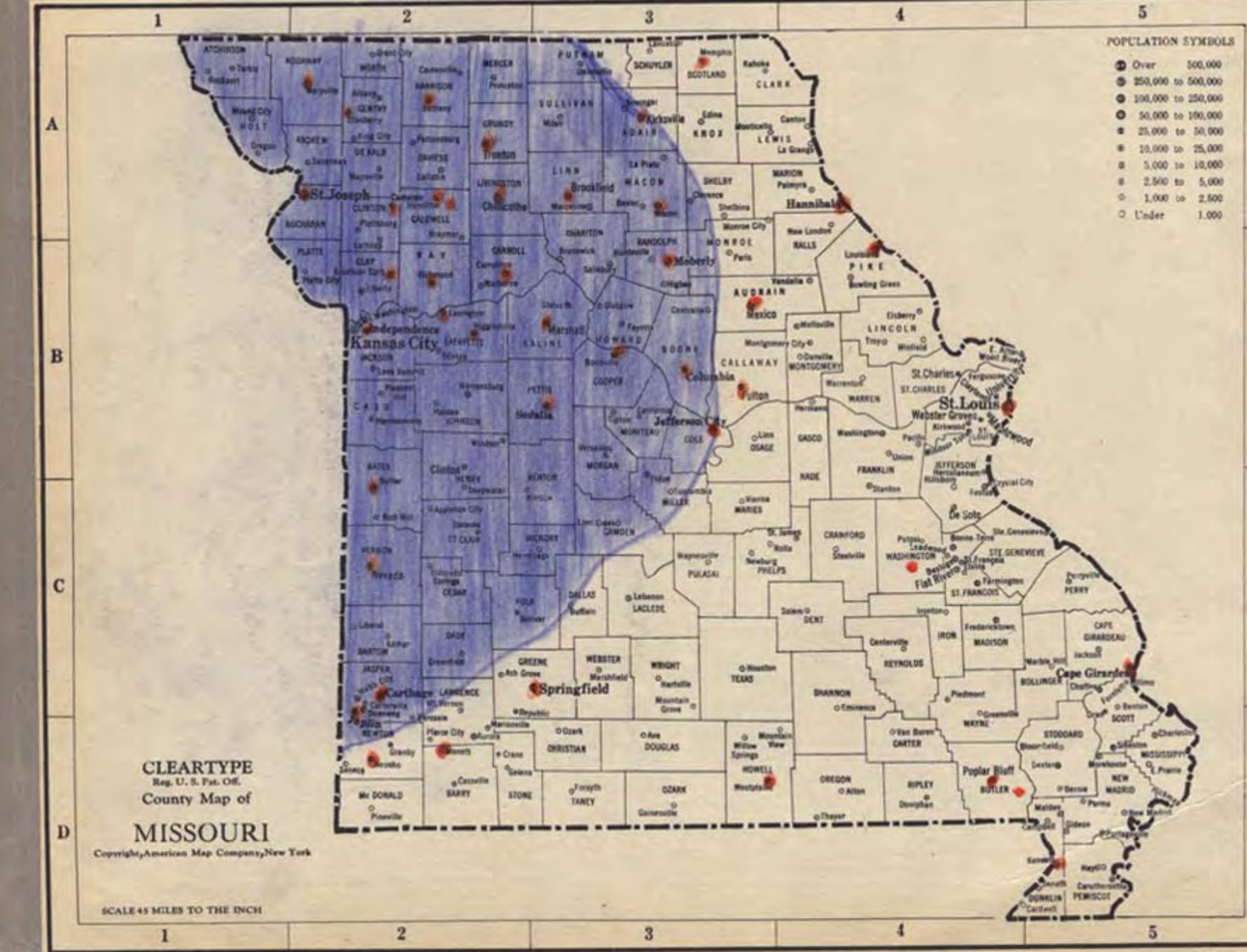
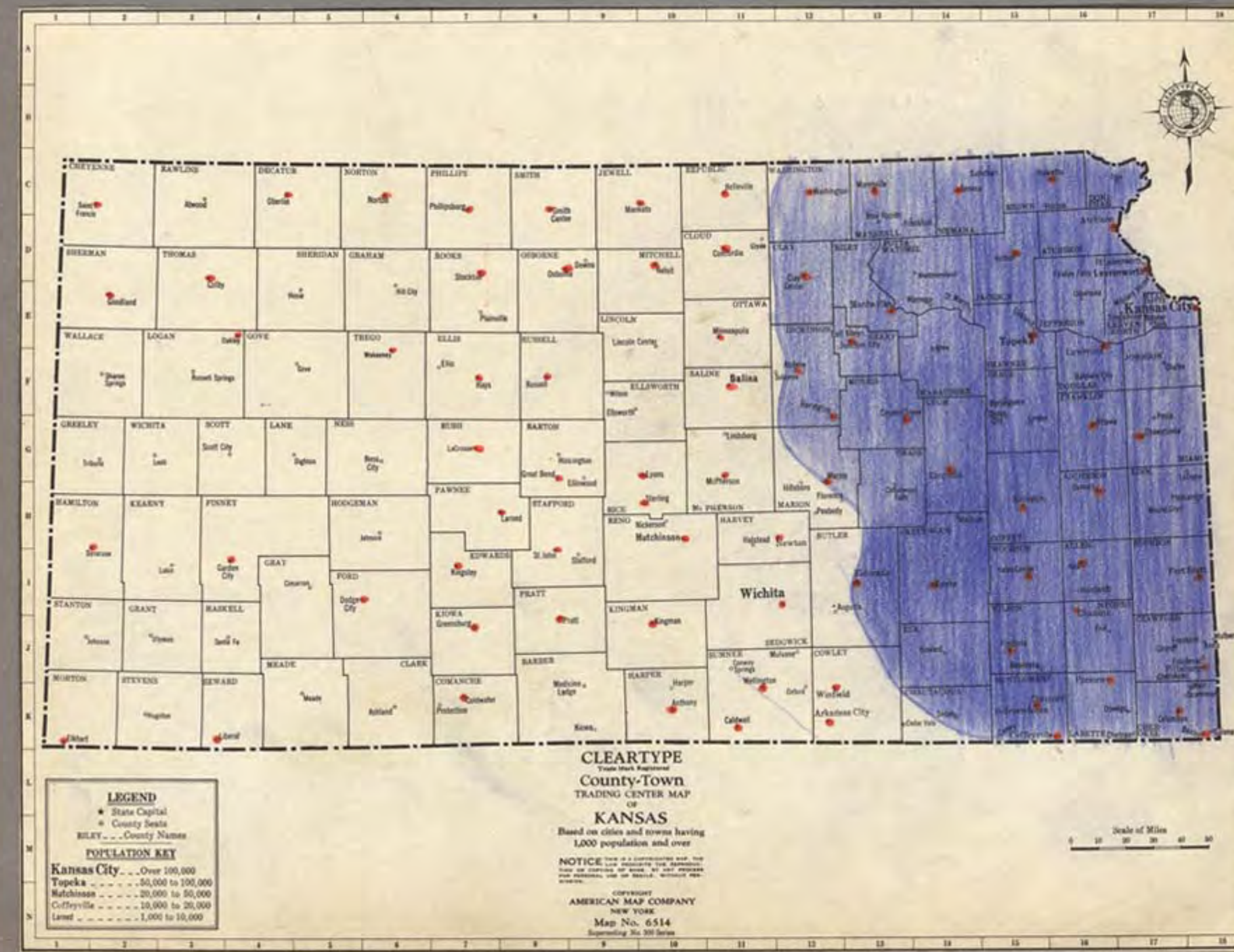
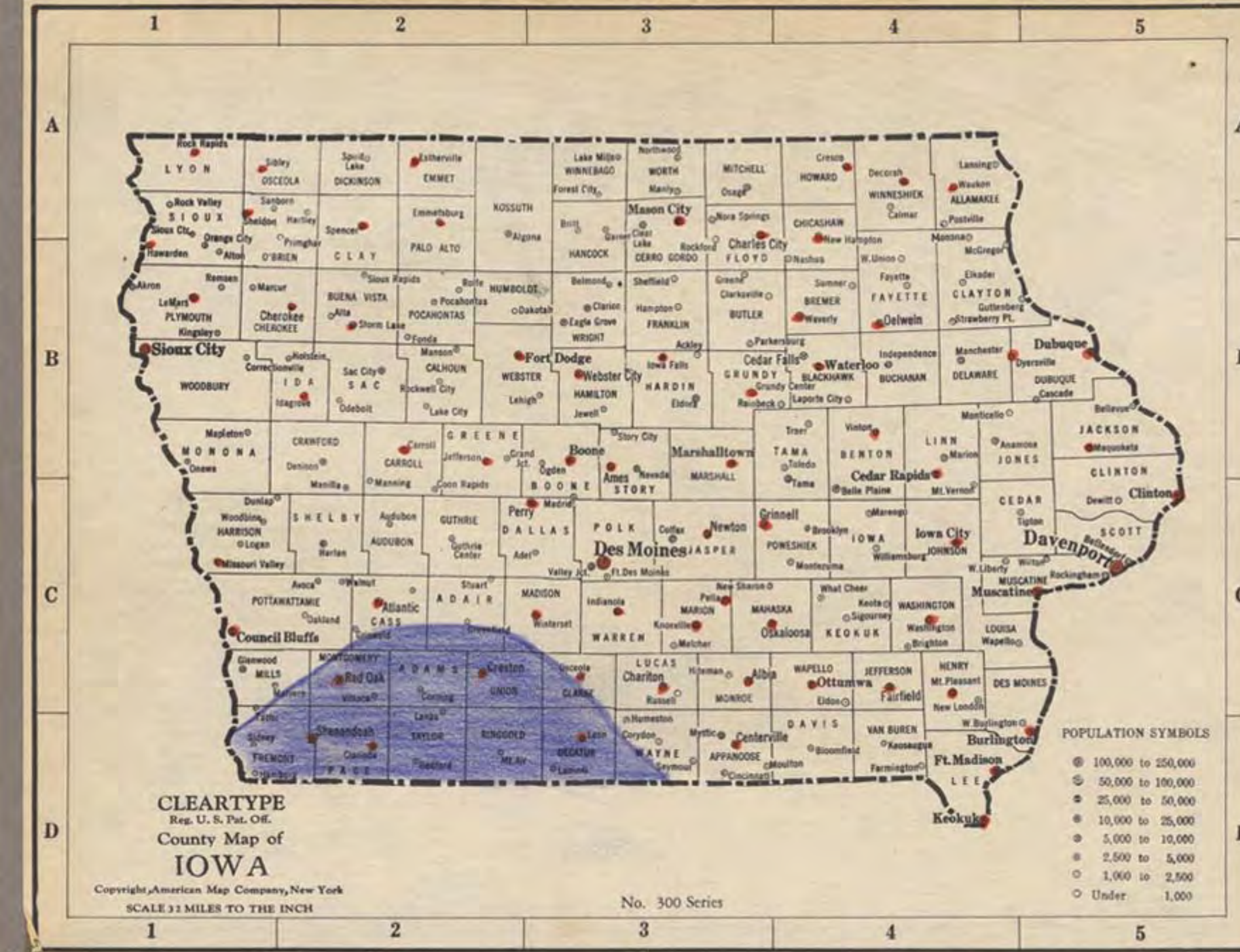
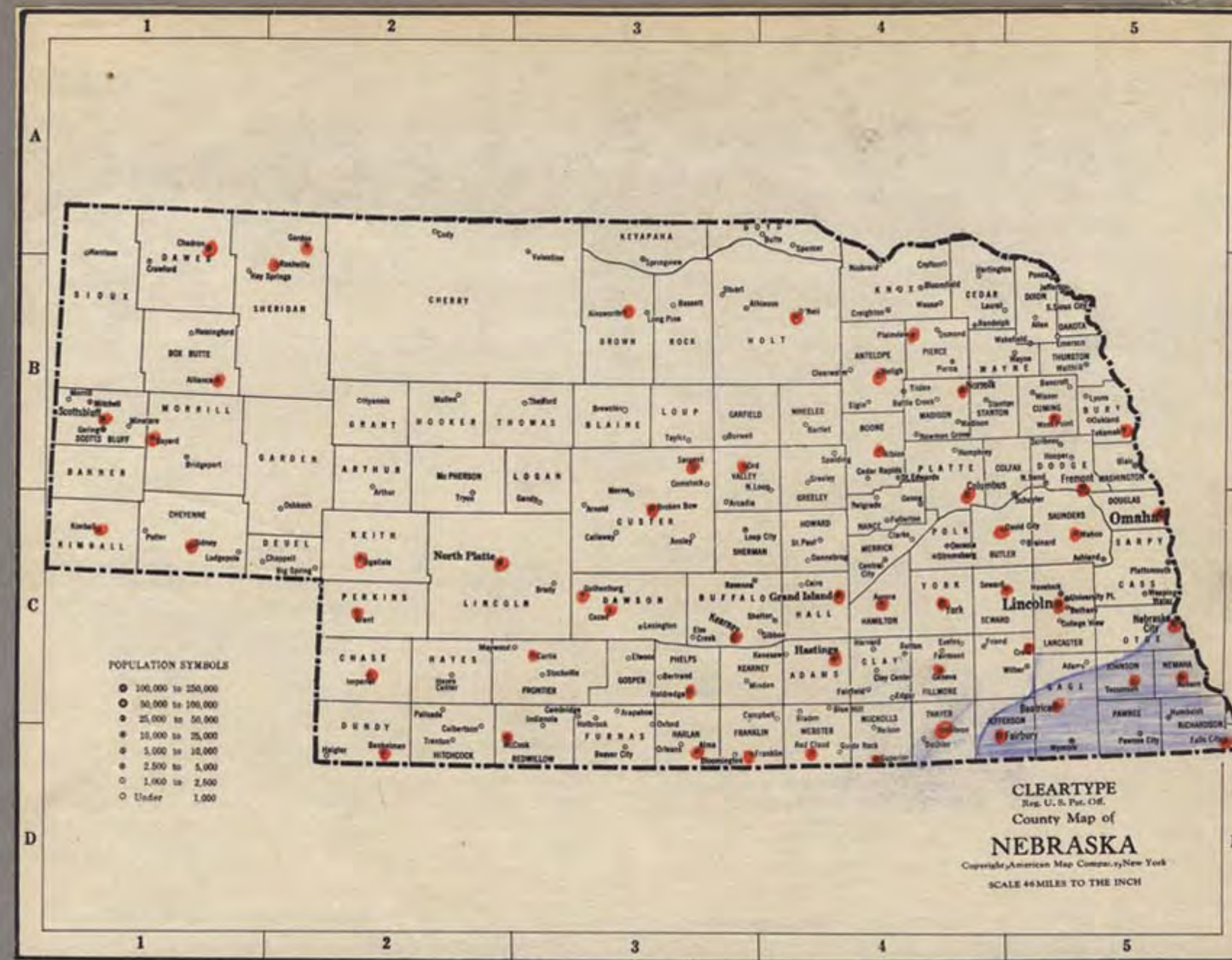
- Indicates response to one announcement on "Good Morning!" Farm Program, Oct. 15, 1935, 6:15 A. M. Mail received from 28 additional Kansas and Missouri counties not shown.
- △ Indicates response to two announcements on KMBC Gossip Club, November 25-27, 1936, 4:30 P. M. Mail received from 7 Kansas and Missouri counties and 7 additional states not shown.
- Indicates response to five announcements on "Monticello Party Line," November 9-16, 1936, 8:45 A. M. Mail received from 22 additional Kansas and Missouri counties and 6 additional states not shown.
- ⊙ Indicates response to six announcements on Erle Smith's KMBC Newscast, April 27-May 2, 1936, 7:15 A. M. Mail received from 23 additional Kansas and Missouri counties and 5 additional states not shown.
- ⊕ Indicates response to five announcements on "Kitty Keene, Inc." 8:30 A. M., Jan. 11-15, 1937. Mail from 11 additional Kansas and Missouri counties and 6 additional states not shown.
- ★ Indicates response to 3 daily and 2 nightly announcements on CBS Fourth Listening Area Study, March 28 through April 3, 1937. Mail from 79 additional Kansas and Missouri counties, 25 additional states, and Canada not shown.

Actually, though, how many people in the KMBC area listen to HAPPY HOLLOW daily?

... using the figures of coincidental #4, taken in 1934 (when the program was on the air from 5:45 to 6:00 daily) 12.7% of the interviewed sets in the primary area were tuned to KMBC

... applying this to coverage figures for the entire area this means 40,572 sets were tuned to HAPPY HOLLOW. (assuming that all listeners were at home.)

... The next page shows where these sets were located and their distribution as related to J.C. Penny outlets.



What will HAPPY HOLLOW cost?

..... we have received the following quotation
from KMBC

For Kansas City, including Class "C" time on

KMBC - five days weekly - per week \$ 487.80 (gross)
First 13 weeks.

For same - second thirteen weeks - per week 662.90 (gross)

For national use on either network or trans-
cription to immediately follow local test,
not including cost or recording or network
origination cost - per week, first 26 weeks 900.00 (net)

For same next subsequent (2nd) 26 week period
as in preceding paragraph - per week 1,125.00

For 3rd 26 week period - per week 1,406.25

For 4th 26 week period - per week 1,757.71

For 5th 26 week period - per week 2,197.19

While these figures are definite they are not necessarily
rigid and the station is anxious to cooperate with us in
every way.

What does this estimate mean?

. . . . It means a total cost of
\$13,650.00 for a 26 week test.

. . . . It means a total of 130
broadcasts at an average total
cost of \$105.00 per broadcast.

. . . . It means that if the program
lives up to expectation and secures
an audience comparable to previous
ratings, it will reach homes at a
cost of \$2.58 per thousand listening
sets.

. . . . It means that at a cost of
\$105.00 per day, the program will
reach

27 outlets in Missouri

5 outlets in Iowa

6 outlets in Nebraska

35 outlets in Kansas

. . . . a total of 73 outlets at a
cost of \$1.45 per outlet, per day!

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Another worth-while merchandising suggestion --
"Happy Hollow, My Home Town," theme song of the
program, composed by a member of the cast, would
make a most desirable give-away for the adver-
tiser, either at point of sale or by mail.

Due to its nation-wide acceptance
by millions, no program build-up
is necessary on HAPPY HOLLOW.

Pioneering cost is saved; the aud-
ience is waiting to buy your product.

Additional merchandising possibilities
are unlimited . . . any workable plan
moderately successful on any other
radio program will be a sensation on
HAPPY HOLLOW because of this alert,
interested, responsive audience.

Point of purchase tie-ins are limited
only by the policies of the advertiser
. . . the color, the human appeal, the
wide popularity of HAPPY HOLLOW give
them instant acceptance and sales-
making response.

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HAPPY HOLLOW



"My Home Town"

This is
K M B C
in the
Pickwick Hotel
KANSAS CITY

