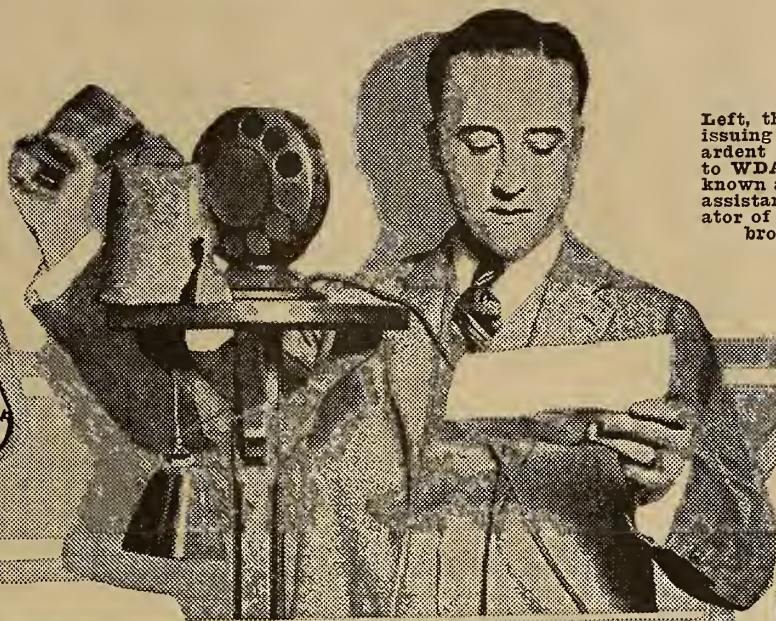


WDAF Nighthawks and the Merry Old Chief

More than 200,000 Nighthawk membership cards similar to the one pictured here have been issued by the "Merry Old Chief" to his constituents.



Left, the "Merry Old Chief," caught as he is issuing a Nighthawk charter to one of his ardent followers. Radiophans who listen in to WDAF, will hear the "chief," who is better known as Leo Fitzpatrick. Below, V. S. Batton, assistant announcer and remote control operator of WDAF, having charge of all programs broadcast outside of the Star's studio.



STATION WDAF, the Kansas City Star Nighthawks, just doing a little hawking, is a phrase familiar to Radio listeners all over the United States and other parts of the world. For when the "Merry Old Chief" starts to dispense his happiness and good cheer at 11:45 o'clock, fans invariably dial for Kansas City.

The "Merry Old Chief" is the most popular feature of the Nighthawk programs. His original style of announcing, his ready wit, his "million dollar" laugh and his unusual singing voice have endeared him to the hearts of many fans. Formerly a feature writer on the Star staff, Leo Fitzpatrick was made Radio editor upon the opening of Station WDAF. He won fifth place in the Radio Digest announcers' contest despite the fact that he had not been heard over Radio during the entire length of the contest.

There is hardly a listener in the country who does not know by heart the catching "signing off" words of the Nighthawks as they are repeated by the "Chief" each night, "WDAF, the Nighthawks, bidding good night to those on the Pacific coast, good morning to those on the Atlantic, goodbye to all until tomorrow night at 11:45 o'clock. Alright, Don, turn off the juice, crank the flivver, and let's go home."

Although WDAF is primarily noted for its Nighthawk frolic, it puts out other programs of exceptional merit and has introduced some very unique ideas in the Radio field.

The "School of the Air" program from 6 to 7 o'clock each night contains many entertaining and educational features for the whole family. It would be hard to say whether the "Tell-Me-a-Story Lady" or the Trianon Ensemble of the Hotel Muehlebach is the more popular feature of this program.

Mrs. J. Leon Coulter, the "Tell-Me-a-Story Lady," has entertained the kiddies nightly with her bedtime stories since March 4, 1924, and has instituted for them a "Laugh-in-Your-Dream" club. Any kiddie may become a member by doing a kind act. Grown-ups, as well as youngsters, enjoy her stories and are included in the membership of the club. Although the club is only two months old, there are already 5,000 members.

Other regular features of the "School of the Air" programs are the readings by Cecile Burton, weekly

talks by representatives of the Meat Council of Greater Kansas City, Health Conservation association, children's bureau, C. H. Cheney, under the auspices of the American Bankers' association, a personal message from Roger W. Babson, statistical expert, and a book review by Louis Mecker of the literary department of the Star.

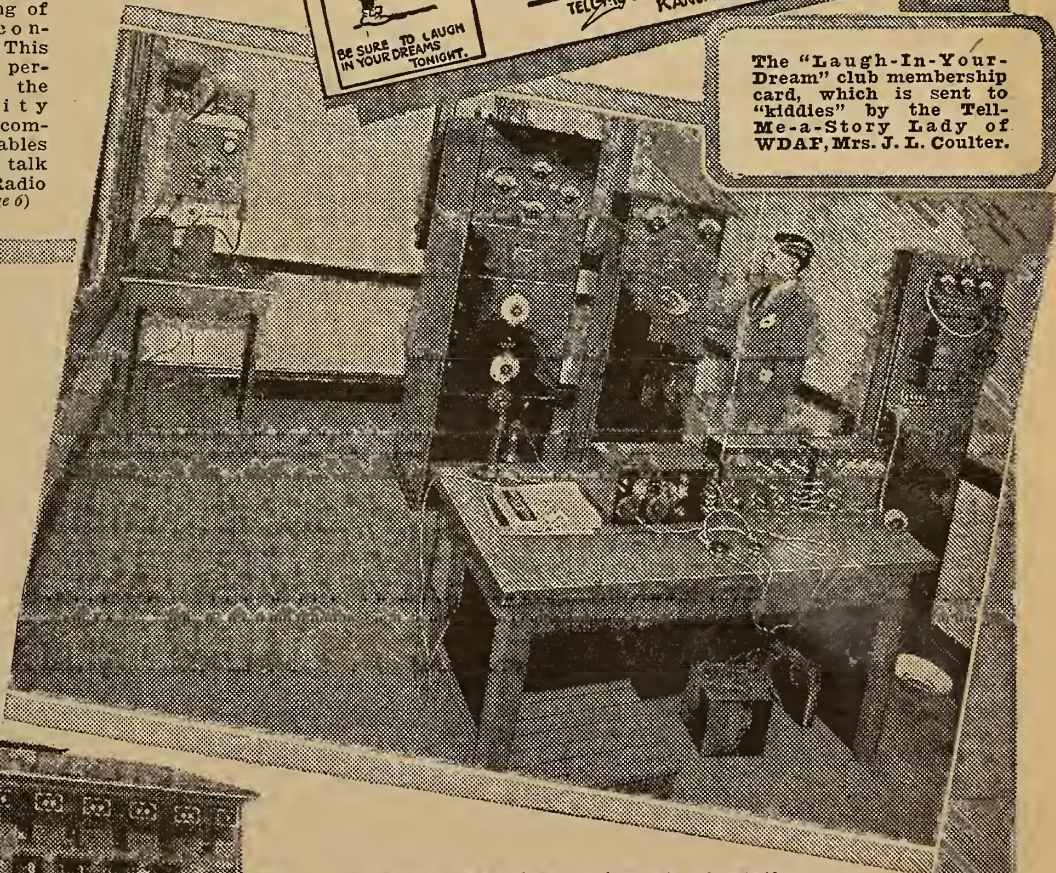
WDAF's popular musical programs on Monday and Friday nights are unsurpassed for variety. A popular feature of these programs is the flivver with its motor, horn, rattles, bumps, and everything. The "Merry Old Chief" is the driver and the listeners in are the passengers. The flivver takes imaginary trips around the town, transporting the Radio audience to various theaters and hotels where entertainment is furnished by orchestras, soloists and vaudeville artists.

This remote control broadcasting involves an intricate system of special telephone lines. As many as eleven places may be connected with the Star's operating room in as many seconds.

WDAF is the institutor of one of the most unique and original ideas in the history of Radio in the broadcasting of telephone conversations. This system, perfected by the Kansas City Telephone company, enables anyone to talk over the Radio
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The "Laugh-In-Your-Dream" club membership card, which is sent to "kiddies" by the Tell-Me-a-Story Lady of WDAF, Mrs. J. L. Coulter.



Above, operating equipment of Station WDAF, with Don D. Johnson, chief operator, at the power panel. Left, aerial installation, showing the towers on top of the Star building.

